

# Summary Report

**Forum for**

**Rural Land Use in Wollondilly**

**(held July 19, 2012)**



**27 September, 2012**

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## EXECUTIVE SUMMARY

- Wollondilly Shire Council, with the support of Regional Development Australia Sydney, the Wollondilly Economic Development Advisory Group and the Rural Industry Liaison Committee conducted the Wollondilly Rural Forum held on Thursday 19<sup>th</sup> July 2012 at Picton Bowling Club.
- The aim of the Forum was to: engage the community and stakeholders on a range of issues that influence the retention and development of the agricultural sector in the Shire; and, post forum to determine strategies and potential solutions in the form of a Recommendations Paper.
- This document is a collation of all information gathered during the Forum.
- It identifies: the current barriers preventing the establishment of new, and the expansion of existing agribusiness in the Wollondilly Shire.
- Further, this document identifies potential ideas and solutions to increase the economic role of agriculture in the Shire and potential strategies to market Wollondilly as an agricultural hub in the Sydney Basin.
- A Recommendations Paper will be developed that will analyse the information in this document to develop recommendations for consideration and implementation by key stakeholder groups.

## FORUM RATIONALE

In July 2011, the Wollondilly Economic Development Advisory Group identified four key priorities and actions for the advisory Group to focus on to stimulate and support local economic growth:

- Health
- Rural (Rural industry Liaison Committee Relationship)
- Tourism – Culture
- Small/Medium Business Enterprises

Following on from the success of the Strategic Forum on Health Services in Wollondilly, held Thursday 2 June 2011, it was decided that a 'Rural' Forum be held in 2012.

## DISCUSSION PAPER

A Discussion Paper was produced ahead of the forum in consultation with the Wollondilly Economic Development Advisory Group and Rural Industry Liaison Committee. The Discussion Paper outlined land use issues preventing agricultural in the Shire and potential opportunities in the increase the economic role and employment opportunities of the local agricultural sector.

The Discussion Paper was distributed to a wide range of relevant stakeholders in order to prompt thought and gather feedback on pertinent issues and foreseeable opportunities to inform discussions on the day of the Forum.

## THE FORUM PROCESS

### Attendees

The Forum was attended by over 100 people from the local (and other) areas, and were selectively invited by Council as local Rural Land users, and others with expertise in areas of Rural Land Use. A public invitation was also provided through local media (radio and newspapers).

### Speakers

The Forum session presented a total of four key speakers followed by a Panel discussion and ending with a small group exercise. Following each speaker, the audience were requested to provide answers to pre-prepared questions relating to the topic this speaker was addressing. A total of 48 speaker questionnaires were completed and can be found in full in *Appendix E : Speaker Questionnaire Responses*. Key points from speakers were captured “live” by Caroline from Wollondilly Shire Council and can be found at *Appendix A : Full Notes from Rural Land Use Forum*.

### Panel

The Panel was made up of the key speakers, and two additional speakers. Questions and comments were invited from the attendees, and there was an excellent response with a total of thirty questions being collected. Seven questions were addressed by the Panel and twelve participants requested their question be addressed and a response provided post Forum. A full listing of questions can be found at *Appendix B : Audience Questions for Panel*. Key points from answers given by the panel members, were captured “live” by Caroline from Wollondilly Shire Council and can be found at *Appendix C : Panel Discussion Notes*.

### Group Exercise

The final group exercise had a mix of stakeholders at each table discussing pre-prepared questions among the group and each table was responsible for recording their ideas and thoughts. Key points from submissions from each group, have been collated at *Appendix D : Group Exercise Responses*.

## FORUM SPEAKERS

The following table details the speakers for the day, in the order in which they addressed the Forum.

	Name	Title	Organisation
1	David Mitchell	Senior Planning Officer	NSW Dept of Infrastructure & Planning
2	Andrew Docking	Acting Team Leader – Regional Services, NSW	NSW Dept of Primary Industries
3	Ed Biel	Owner/operator	Wanaka Orchard
4	Dr John Troughton	Associate	Bennelong Holdings

### Notes:

1. Introduction by Luke Johnson (Assistant General Manager, Wollondilly Shire Council), Mark Hardacre (Chairperson, Economic Advisory Group)

2. Welcome by Cr Col Mitchell (Mayor, Wollondilly Shire Council) and Jai Rowell MP (Member for Wollondilly)
3. Session was closed by Cr Col Mitchell (Mayor, Wollondilly Shire Council)

## PANEL MEMBERS

The following table details the individuals joining with the speakers to form the Panel.

	Name	Title	Organisation
1	Sue Gordon		Macarthur Services Diversity Initiative & Macarthur Future Food Forum
2	Jozefa Sobski	Committee Member	Regional Development Australia, Sydney

## THIS REPORT

The remainder of this report collates the feedback gathered during the Forum, through all methods (Speakers, Panel Discussion, Group exercise and Questionnaires). The results from specific questions posed through the Speaker Questionnaires and Group Exercise are tabled first, and the remainder of the responses, comments and feedback have been categorised according to the following:

- What may attract new agri-business, producers, displaced farmers from the NW & SW to Wollondilly
- Potential barriers/constraints to attracting new agri-business, producers, displaced farmers from the NW & SW to Wollondilly
- Strategies to attract new agri-business, producers, displaced farmers from the NW & SW to Wollondilly

Information presented in the following sections has been categorised in an attempt to bring together the disparate sources of information, however it has not been prioritised or weighted in any way by the author of this report.

## RECOMMENDATIONS PAPER

It is proposed to develop a Recommendations Paper to progress the outcomes of the Rural Forum. The Recommendations Paper will thoroughly analyse and prioritise the information in this report to identify potential strategies for all stakeholders i.e. Council, State Government, Industry Groups / Associations and Farmers / Agribusiness operators to consider and implement.

It is proposed that the Wollondilly Economic Development Advisory Group and the Rural Industry Liaison Committee have an active role in the development of the Recommendations Paper.

One of the key recommendations will be to actively promote and market Wollondilly as a destination for agribusiness and developing strategies to facilitate this change.

## SPECIFIC QUESTION RESPONSES

Attendees at the Forum were requested to provide feedback for some specific questions of interest to Council. This section details the responses.

### Types of Agricultural Producers

The following table summarises the feedback provided by the Forum (during the group exercise) for the types of agricultural (plant) producers that audience members thought should be targeted (there were a total of 165 responses).

PLANT	Percentage of Responses (%)
Vegetable (and Mushroom) Growing	33
Fruit and Nut Tree Growing	23
Herbs	15
Cut Flowers	11
Nursery Production	9
Other Crop Growing (Hemp Productions, Organics bio-dynamic, permanent culture)	6
Cultivated Turf Production	2
Grain Farming	1

In addition to the table above, the comment was made that synergies should be examined, for example, poultry manure as fertilisers, or grain farming for the feeding of local livestock. At least one group mentioned that the agricultural diversity that already exists should be kept.

The following table summarises the feedback provided by the Forum (during the group exercise) for the types of agricultural (livestock) producers that audience members thought should be targeted (there were a total of 140 responses).

<b>LIVESTOCK</b>	<b>%</b>
Poultry Farming	25
Dairy Cattle Farming	20
Sheep, Beef Cattle	14
Egg Production	12
OTHER (ecological sustainable farming practices to meet water catchment regulations)	12
Other Livestock Farming (eg certified organic)	7
Livestock Slaughtering	6
Deer Farming	4

In addition to the table above, the comment was made that whatever is viable economically & environmentally, and there should be a balance of any industry that works in Wollondilly.

### **How important is the NSW Planning System in securing land in the Sydney Basin for Long Term Food and Agricultural Production?**

The following table summarises the feedback provided by audience members requested to answer this question at the completion of the first speaker (David Mitchell, NSW Dept Planning & Infrastructure (there were a total of 46 responses).

<b>Importance</b>	<b>%</b>
1 (very important)	87
2	4
3	4
4	4
5 (not important)	0

## What is your opinion on the potential to designate areas prime agricultural land in the Sydney Basin for long term food and agricultural production?

The following tables categorise direct quotes from the feedback provided by audience members requested to answer this question at the completion of the first speaker (David Mitchell, NSW Dept Planning & Infrastructure (there were a total of 42 responses)).

<b>Essential</b>
Must happen for population health. 2035 population growth of 30% is wrong
It's an essential item for a meaningful existence
It's crucial, need to prevent 'spot rezoning' on prime agricultural lands. A prime mandate is to supply home grown food, travelling less KM's to Sydney siders. Not to lose that valuable resource through poor planning / disparate planning
This is vital but the development lobby is all powerful pushing out all other competing interests, getting the EPS act re-written to lower the bar for developers getting more approvals by private certification, which is a proven failure for neighbours, the community & the environment. The only winner is developer's profits.
Must be done
Yes – critical but doing so will require development of satellite cities around Sydney with strong transport links e.g. Southern Highlands / Goulburn / Wollongong / Newcastle
Essential
Essential

<b>Very Important</b>
To me it is very important, I started this business 20 years ago, now my sons want to stay in the business but does not look good
Very important to protect land
Very important but concern with value of land for residential development vs. agricultural. Plus sustainable agricultural production when family moves away
It is a very important step to take
Very important
It's simply very important. The tension revolves around the definition of Prime Agricultural Land High Importance
High Importance
It is a good idea, and a very important issue. Make it easier to do agricultural things on land and SUPPORT the farmers.
Enormous – but must be protected by the planning system 'registrations' once made should be made permanent (certainly), not subject to influence of developers
Agriculture is very important. People take for granted there is food produced. Cut red tape for farmers especially in relation to tree clearing & existing farmers receive too much backlash from neighbours
Very important



<b>Good / Positive</b>
Positive, however I hope that consideration is made to also promote biodiversity as well as agriculture & urban development in allocating wildlife corridors between cleared areas
Excellent idea
Supported
Great, we need to plan for the future and keep the area viable for food security
Good – eliminated food miles
I support it

<b>Depends...</b>
Depends on the farmer i.e. I am 47 years old, no intention to sell but in another 10 years I might welcome a developer to purchase my land. I suppose if a farmer wants to develop his land he should be able to

<b>Other</b>
High potential particularly through subregional delivery plans and other plans under green paper
Land needs to be allocated but also financially viable for potential buyers. i.e. maybe there should be a government incentive for potential agricultural farmers to purchase & run farm which is economically viable
Need 40 year vision for Sydney
Will be difficult in face of demand for other wants, needs strong decision making by government & need to have meaningful protection
Development and agriculture do not mix. Wollondilly is now into that transition period
Based on current value to public policy makers – quite low ! They don't know how important it is because they have not asked the question how much food & produce do we need to support Sydney population in 2036
It can help local growers to plan and develop food & agricultural production in a long term condition
Agricultural land mapping should not just focus on 'Prime' land or land being used today. Needs to also consider land with potential to be used. (technology change/ climate change / market change)
The problem will be the high value of land being used for a return which has not improved over the past 20 years. I do see food in the Sydney basin a very important part of the future
Needs proper guidance and leadership to ensure the right approach is taken
External forces, including Government policies re: trade impose constraints to driving long term investment in agricultural production
Strong evidence base needed in prime agricultural land is to be identified & maintained
I feel it makes more sense in Sydney where Urban Development has the potential to take up land. However I believe that a plan needs to be flexible and ensure performance based outcomes rather than locking up land. A plan needs to find ways that all industries can work in unison
The overall value of Agriculture in Wollondilly has the capacity to be argued as a specialised agriculture zone in planning for Sydney
This has been done but needs a long term commitment from government to maintain it
It may appear to be the way ahead, however the ultimate decision on land use is probably up to the owner of the land. If areas were designated, however, land holders would at least know where they stand

## Are there further support and extension services that the NSW Department of Primary Industries could propose to assist farmers in the Sydney Basin?

The following tables categorise direct quotes from the feedback provided by audience members requested to answer this question at the completion of the second speaker (Andrew Docking, NSW Dept Primary Industries (there were a total of 31 responses)).

<b>Incentives</b>
Give incentives for farmers to take up agricultural tourism activities (it is costly & time consuming for farmers – more resources are needed)
Give incentives to restaurants to use local produce
Financial assistance incentives for establishment of new agricultural enterprises in Sydney basin
Provide incentives to local farmers for farm trails & small, sustainable farms

<b>Legislation</b>
Legislation to protect farm land
Prevent rural residential impacting on high quality agricultural land.
Implement policies / recommendations as per slide presentation

<b>Mapping</b>
Map & grade all agricultural lands in the basin to ensure that quality is protected.
Map what's rural – what needs to be protected
Identify – transferred areas – to support profitable & sustainable rural farming activities
More investigation and support for planning and council in identifying what is needed and where
Lands department & land values
Mapping agricultural land to identify land for protection
Mapping & data provisions at an LGA level to assist councils to better service / assist local providers

<b>Education</b>
Forums are a great way of learning new ideas
Clear trend analysis to show projected future scenarios regarding agriculture to assist decision makers
Marketing / tourism / employment – promoting & advertising these values
Further advice and policy decisions explained to farmers
Yes – information particularly regarding trends

<b>Young People</b>
Facilitate mentoring programs between young people and farmers
Subsidise farmers to take apprentices to encourage young people to study agriculture

<b>Other</b>
We as farmers need less cut backs on the department
Farm gate trail to sell direct to consumers rather than having their sale price screwed down by large supermarket buyers.
Co-ordinating plant across area so that it can be shared. Provide grant support for infrastructure needs to improve procedures. Co-ordinating transport services in new areas.
Co-ordinate adjustment of stock across area
Yes – help to drive produce ability per hectare
Help cut red tape
Yes – there’s potential for that to happen, but hasn’t happened yet
Encourage diversity of farming
Support the farmers issues with Government

### Would standard development controls for agricultural land uses in the Sydney Basin remove a level of inconsistency for agricultural producers?

The following table summarises the feedback provided by audience members requested to answer this question at the completion of the second speaker (Andrew Docking, NSW Dept Primary Industries (there were a total of 35 responses).

Standard Development Controls remove inconsistency?	%
Yes	46
No	8
Maybe	46

The following tables detail the comments provided:

<b>Yes</b>
Only if transport corridors are sufficient
Fragmentation of farming land
It would have to consider environmental, demographic matters but if it included these considerations it would probably assist reduce red tape
Department of Planning need to look at code SEPP and the impact that has on allowing housing in what could be considered a location in conflict with agricultural uses on adjoining sited, standard instrument has changed hierarchy of rural land but have not reflected those changes in codes SEPP
Need to identify precincts of agricultures – not only for farmer assistance but also for developers & preventing them buying large
The more control put on agricultural activities will cause higher cost and make it less viable
Needs to be done at state level not adhoc by local councils whom often don't have the resources to do the work
Be consistent – don't pick on one farmer because a neighbour complained and the farmer down the road because has had no complaints is able to do whatever they like
But consistency may not be everything! Council planning decisions to protect agricultural land need to be supported, not so readily subject to challenge – hence need to agricultural focus in metro strategy & reform of planning systems
But one size fits all approach has consequences

<b>No</b>
Agriculture needs to be welcomed as part of the community. An atmosphere (zoning, legislation, ag practice) where farming is profitable & supported
It is shown that current (standard) controls do not overcome the issues of competing interests

<b>Maybe</b>
Depends entirely upon development restrictions in the shire. Current climate change issues need to be addressed, therefore subsequent farming practice regulations need to be addressed
If designed to protect agricultural land
If councils stick to their DCP when DA's are proposed for development adjoining rural properties
Depending on the controls put in place, controls need to be adaptable and flexible as the environment is
Standard controls can be too inflexible to meet market demands, however consistency provides a level of certainty to producers
Not sure what issues agricultural produces have and how standardisation would resolve it
In some areas, it's too late - development has already segmented rural agricultural land

## Do you foresee agricultural enterprise credits as having a role in securing agricultural land for long term production?

The following table summarises the feedback provided by audience members requested to answer this question at the completion of the third speaker Ed Biel, Wanaka Orchard (there were a total of 45 responses).

AEC	%
Yes	58
No	2
Maybe	40

The following tables detail the comments provided:

Yes
Idea worth pursuing, profitability is the main issue with farming
It is a good idea – encouraging people to farm
If something is not done it will be too late
Does it only apply to those areas identified in the metro plan, workable concept
Needs legislation, but self – funding
Transferability of entitlements has worked o/s – no reason why FSR transfers couldn't work here
Good concept
I would question production rates as only measure. Sustainability is not about how much you can make but your impact. What other measures? eg. Biodiversity, quality of soil, minimised resource use
Need quite a lot of work to develop a system that the community & developers would see as acceptable
Successful elsewhere including USA
This will help with the initial high cost of land within the Sydney basin
Agricultural credits are a great solution to the issue of profitability
Commercially viable
Council agitation, state government, other councils in interface Sydney
Great idea
Excellent
What else have we got for your future

No
AEC – qualifying period (3-5 years) commercial scale min 20,000 not for hobby farms

<b>Maybe</b>
How about instead a land banking scheme by developers where they have to invest in agriculture similar to the bio banking scheme
Components of AEC's need to be worked out thoroughly
Need to know more
Looks like a possible scheme that could work
Need to make sure it isn't simply noted
This may work but the people who own land where they transferable development rights are used will be unhappy that they are next to over development
Could you forward more information regarding AEC's so the permits can be reviewed (Chris & Max Boardman – 55 Argyle Street, Camden)
Government need to protect food production land
I don't fully understand the scheme
If the government has the will to take the ideas seriously
Developers will snap up broad acreage to make large profit in city area where rate of return is increased. Developer may not maintain property for agricultural enterprise but just as open space
Doubtful that developers will come on board. Change of legislation will be necessary to allow farm practices necessary in it's day activities to protect farmers against complaints

## What further initiatives can Council explore to mitigate the impact of rural land use conflict on agricultural production?

The following tables categorise direct quotes from the feedback provided by audience members requested to answer this question at the completion of the second speaker Ed Biel, Wanaka Orchard (there were a total of 34 responses).

<b>Education</b>
Needs to start with real estate agents to disclose any potential conflicts
Education. People must understand where their food comes from and what to expect living in the country

<b>Initiatives</b>
The initiatives are there – the council needs the strength to hold it's ground and have a consistent line on this issue
Council already doing good things, but may need to strengthen via legislation
A system where contribution to community (employment, taxes, rates ect) can be recognised
Identify / retain agricultural zones (rural)

<b>Agriculture/Farmer Support</b>
Support farmers through legislation and communication between stake holders
Allowing agriculture activities in rural areas & suppress unreasonable complaints
Support farmers more we have the right & like engaging other businesses
Standard agricultural practice if complaint made
Legislate a Farm Act i.e. right to farm
Continue to support & assist agriculture. Support heritage agricultural lands as it is class 2 agricultural land.
Some conflict is caused by 'poor' implementation of standard farming practice. Simple solutions can often reduce common complaints (eg. Smells)
Rate discounts
Protection of historic farmland ( 5 generations of continued farming on our land)
Buffer agricultural zones correctly so there is no conflict with competing interests – when zoning land
Encourage small farmers ( 5 acre lots) to produce, work with AEC's & encourage this
Continue to encourage council to support farmers as per resolution re: carrying out standard agricultural practice
Lower rates for larger landholdings
Impact is not necessarily adverse. Need to better understand how each can complement one another & agriculture can be leveraged against other rural land uses – listen to the farmers & heed their advice
Existing use rights
Existing land rights
Prevent further subdivisions of agricultural lands to stop rural residential dwellings being erected
Encourage farmers to think past their agricultural venture which is just about maximising their personal profits to the greater good – environment, community, neighbours. Just because you are an agricultural producer doesn't mean you should be able to do as you please with your land
Can the shire not forget the farming / land owners on the boundary lines e.g. being the other side of Westbrook road where livestock enterprises are trying to survive the residential encroachment and general urban development
Small developments on farm land
Consultations with local agriculture producers and local industries
Need to stop rural residential rezoning and abandon those in progress now

<b>Government Department Partnership</b>
Offer to partner with DOPI & PDI in piloting an Agricultural credit scheme
State government support council concepts to protect the farmers in the region
Push for legislation

## How can Wollondilly be promoted as vibrant and active food hub? Should this promotion be targeted at:

The following table summarises the feedback provided by audience members requested to answer this question at the completion of the fourth speaker John Troughton, Benelong Holdings (there were a total of 89 responses, more than one response could be selected).

Target Promotion at...	%
Existing landowners and farmers	36
Consumers/food retailers/visitors	39
Future and displaced farmers	25

The following tables detail the comments provided:

All
Promote self awareness to landowners / farmers. Bring all stakeholders together to meet and facilitate understanding / education
Marketing – promotion – costs \$\$\$. Perhaps grant funds could be provided from community donations program dedicated to co-operative marketing for agriculture producers
Start with existing farmers to explain the benefits after everyone is on board go after the consumers once they are coming future farmers will be drawn in. To do all will take commitment & drive for 10 years +
It needs to involve a whole area of people, it cannot target just one area
Across the board. An agricultural museum at Menangle – ‘Birthplace of the farm & EMAI with a kitchen for high profile cooking demonstrations
With a core of markets all sorts of associated businesses develop. Its happened on the NSW North Coast with remarkable impact
Has to have a webpage as the current youth get most of their info from the web. Farm stay activities & job experience sponsored through Government support to get started
Great ideas – initiative – needs an organisation to bring them together
Definitely – there are lots of young people who grow up here connected to the land (mostly on green deserts) who would be interested in finding a career locally. Sydney is full !! Sydney is unaffordable; there are no jobs for young people. Keep them here !

Consumers / Food Retailers / Visitors
No point in preaching to the converted
Use EDAC & WTAI to work on promotions e.g. Wollondilly as Food Hub (healthy ect)
Outside the area for consumers, inside for continued development with agricultural enterprises
Target tourism, target & encourage local supermarkets to only provide locally grown food first (when in season) & have “local produce” stickers / stands in their supermarkets. Have incentives



for local supermarkets
<b>None</b>
Believe better for Wollondilly to work with broader Sydney agriculture groups rather than start their own ?? i.e. unite with Hawkesbury harvest = Sydney brand

## Should opportunities to promote Wollondilly as centre for agricultural learning be explored?

The following table summarises the feedback provided by audience members requested to answer this question at the completion of the fourth speaker John Troughton, Benelong Holdings (there were a total of 42 responses).

Target Promotion at...	%
Yes	90
No	0
Maybe	10

The following tables detail the comments provided:

<b>Yes</b>
And utilise regional facility Macarthur centre for sustainable living as an education resource
Without doubt – Jobs, healthy food, healthy environment, food security for Wollondilly / Sydney
But remember that canola pollen is a very strong allergen
Listen to farmers. They've got great simple ideas & will be the best teachers through field trips etc
Very much so
Correctly targeted, on John Troughton's marketing strategy definitely
Absolutely I believe that there is insufficient learning within schools – need to encourage schools outside the shire to visit
At all costs
Sydney growth centre is SW. Wollondilly perfectly primes / still has agricultural land (in high producing soil types) still not developed for suburbia – so placed well to take advantage. Makes economic sense
Absolutely – we need to keep consumers connected with their food supply
Huge task. Although farmers are always time poor they need to be encouraged to participate in this sort of program
If Wollondilly is going to preserve & enhance agriculture & be known i.e branded for agriculture we need to do it all; education, tourism, consumers, farm gate trail, accommodation ect. All things agricultural i.e back to the farm festival
If the local food production is to survive local & state government must support & educate the young
Already occurring at the university level. USyd organising events for the Macarthur region – centre of excellence established at Wollondilly
Wollondilly Farm Days, Healthy food shire, royal agricultural society
Very important for kids to know where veggies, milk, beef & chicken all come from. Start from a young age not when they are 15 and think everything comes from coles

Use EDAG links to UWS to explore ?

**Maybe**

It needs to work with credible learning centre eg. Universities / colleges. They also need strong relationship to the local area.

## AUDIENCE QUESTIONS FOR PANEL

The following table summarises the questions posed by audience members for the Panel discussion (there were a total of 30 questions).

	<b>Category</b>	<b># Questions</b>
1	Influence on State Government, State Government	9
2	Agricultural Enterprise Credits	5
3	Council support/role	3
4	Assessing & mapping agricultural land	2
5	Protecting agricultural land	2
6	Marketing (Branding, 'food miles')	2
7	Employment in agriculture (barriers)	2
8	Specific solution/suggestion (Cooperative Reseach Centre of Excellence)	1
	<b>Non Related to Forum Topics</b>	
9	Other (request for session notes, fire threat to shire, diversity of environment, specific council application)	4

## WHAT MAY POTENTIALLY ATTRACT NEW AGRI BUSINESS/ PRODUCERS/DISPLACED FARMERS TO WOLLONDILLY?

The following tables groups feedback from all segments of the Forum that related to factors that may attract new agri business/ producers/ displaced farmers to Wollondilly, into the following categories:

- Location
- Agricultural resources
- Cultural
- Council/Government
- Other

Location
Proximity to Sydney (producing and farming, but only an hour away from city centre – best of both worlds; Employment opportunities, unskilled migrant population, farm gate trail & restaurants)
Close to hospitals
Close to sources of products
Proximity and access to Sydney markets(short transport trip)
Transport (rail and roads)
Education hub / support systems
Schools
5 million people market place (Sydney Basin)
Social amenities
Quiet area
Sydney University Farms
Landscape Diversity
Proximity to Southern Highlands (farm gate trail & restaurants)

## Agricultural Resources

Climate

Water (availability)

Very low carbon footprint (due to proximity – paddock to plate)

Land price (appropriate land size – affordable yet producible)

Well spread Rainfall

Soils

Frost free (minimal)

Similar climate (SW & NW)

## Cultural

Birthplace of Agriculture in Australia

“Not too many radicals”

Small population

Sustainable family community

Supportive & educated community (locals want to shop locally)

“Chance to be part of something, not just a number”

Heritage

Diversity of Enterprise/Industry

## Council / Government

Certainty (planning)

Government incentives

Wollondilly classed as Metropolitan

## Other

EAMI – expertise

## POTENTIAL BARRIERS TO ATTRACTING NEW AGRI BUSINESS/ PRODUCERS/DISPLACED FARMERS TO WOLLONDILLY?

The following tables group feedback from all segments of the Forum that related to potential barriers that may stand in the way of attracting new agri business/ producers/ displaced farmers to Wollondilly, into the following categories:

- Agricultural resources
- Council
- Government
- Other

Agricultural Resources
Issues with water / Access to water
Some town water available, but may become restricted in future
Land – speculative development creates uncertainty
Cost of land prohibitive
Climate change issues that may mean withdrawal and may mean reshaping of agriculture in different areas. <i>Andrew Docking (Acting Team Leader – Regional Services, NSW; NSW Dept of Primary Industries)</i>
“Green dessert”- empty, non-productive rural land (Ed Biel, Owner/Operator Wanaka Orchard)
Climate change may mean the withdrawal of agriculture or pastoral activities from some regions, and the reshaping of agriculture in other places (Beer 2012) <i>Andrew Docking (Acting Team Leader – Regional Services, NSW; NSW Dept of Primary Industries)</i>

Council
Restrictions with council use
Zoning for agriculture to stay in the Sydney basin will not make it so. It needs to be profitable, have certainty and be sustainable (plan for the future and be able to pass on) <i>Ed Biel, Wanaka Orchard</i>

Government
Restrictions to Regional Development (Classed as Urban)
Restrictions to foreign and tourist works – postcode does not qualify, too close to Sydney
“State Government”
Potential for encroachment of urban area on agricultural area <i>David Mitchell (Senior Planning Officer, NSW Dept of Infrastructure &amp; Planning)</i>
Promote & educate people on how to farm. We need farmers but it is a dying trade ! Next generation what is government doing?

## Other (Miscellaneous)

People moving to the area need support services (especially migrant workers), accommodation, transport

Language barriers

Co-operation of Agriculture enterprises (or lack of)

Conflict caused by day-to-day farming (Noise, smells, dust , tractors, machinery, pumps, sprayers, trucks, animals, workers, packing Sheds, dogs, sheds, views, harvesting, storage areas, fertilizers) *Ed Biel (Owner/Operator Wanaka Orchards)*

Increasing costs, reduced commodity price, not many young people coming into farming – gaps need to be addressed, urbanisation on good agricultural land, increasing rural residential in agricultural areas – restricted impacts of not being able to do normal activities – access to water (restrictions). Example, fragmented lots making it difficult for expansion – issue in managing small lots between larger agricultural lots

- Increasing costs (e.g. labour) while reduced price for commodities
- Import pressures – regional, interstate and international
- Increased urbanisation and extraction of good quality agricultural land
- Increase rural residential settlement near intensive agriculture
- Normal agricultural operations restricted due to environmental legislation and development controls eg noise, odour, distance to boundaries
- Access to water for irrigation.

Small lots with rural residential near production agriculture

*Andrew Docking (Acting Team Leader – Regional Services, NSW; NSW Dept of Primary Industries)*

## STRATEGIES TO ATTRACT NEW AGRI BUSINESS/ PRODUCERS/DISPLACED FARMERS TO WOLLONDILLY?

The following tables group feedback from all segments of the Forum that related to potential strategies to attract new agri business/ producers/ displaced farmers to Wollondilly, into the following categories:

- Marketing
- Council/Government assistance
- Education
- Agricultural Enterprise Credits
- Strategies raised by Andrew Docking (NSW Dept Primary Industries)
- Other Ideas

Marketing
Branding of Produce, Labelling/branding (Wollondilly brand) – at every market and through media, promoted through Woolworths
Develop a Marketing Strategy
Wollondilly the Fresh Food Shire, a Mecca for agriculture <i>Dr John Troughton (Bennelong Holdings)</i>
Promote availability of land
Promoting the Wollondilly produce
Sharing information with producers and pooling resources to promote products
Make it attractive to protect the region (supported by the masses of Sydney)
Develop a kit for new farmers, provide promos
Increase local sourcing of food (eg local restaurants, etc) <i>Andrew Docking (Acting Team Leader – Regional Services, NSW; NSW Dept of Primary Industries)</i>
We should promote produce to Sydney and create a local brand, need help and resources to do this. Need help to perform cooperative buying and selling, need help to set this up. <i>Ed Biel (Owner/Operator, Wanaka Orchard)</i>
Need to attract new people into agriculture <ul style="list-style-type: none"> <li>• Kids Adventure &amp; Agriculture-discovery tours – need to start with kids in the city, start with toys, extend number of pets,</li> <li>• need people to design then start with people in the city which are interested in design. Need to look at people in the city ages 6-12 bring them out here,</li> <li>• men’s sheds,</li> <li>• pets introduce animals, educate the kids.</li> <li>• Advantages will have some ‘free range kids’..... Need future farmers, need to create and build on this</li> <li>• Educate how, where, what.... Educate.</li> </ul>

*Dr John Troughton (Bennelong Holdings)*

Royal Easter show good example – visitors 700,00 are Sydney-Siders, instant marketing hit. Challenge, come to down disappear for a year, leave a vacuum, how do we fill this vacuum..... plants and animals (Anzac day analogy) 30-40 cultures within Sydney all had wars.... Potential for Wollondilly to market....Event 2013 – Horse event, Black Caviar café..... programs for an Anzac weekend. Food Day.... October..... Canola, in full bloom in October can we bring this to the city? Yellow umbrellas on free way etc..... tell people about canola, all to do with animals, cooking in it, Wollondilly burger, every ingredient from Wollondilly, healthy! CAN – canola yellow in their symbol target for this day

*Dr John Troughton (Bennelong Holdings)*

Focus on Wollondilly promotional by John Troughton. Have to get economies of scale and a critical mass, and try to do this from Shire, with cooperation across the agricultural area.

*Jozefa Sobski (Committee Member, Regional Development Australia, Sydney)*

Encourage customers to go to Woolworths/Coles, as them to provide Sydney branded produce, tell them you want to buy from local market. Need to get comparative advantage over suppliers outside the Sydney basin through customer demand. Lobby organisations to create that demand.

*Ed Biel (Owner/Operator Wanaka Orchards)*

Wollondilly Black Caviar Café - CWA and CSIRO Healthy Meals

Wollondilly Burger made of 100% local grown ingredients, healthy

*Dr John Troughton (Bennelong Holdings)*

Using the 'food miles' concept for marketing & planning

Identify new opportunities – concentrate on new areas with dedicated rural farms

Reinforce notion that agriculture is part of the city – so as to use planning framework to prevent uncontrolled conversion of agricultural land for other (residential) uses

Target perishable products that have close proximity to customers, gives produce a competitive advantage

The Sydney market is looking for organic, pesticide, chemical free produce. Help the industry move to this

Rural industry liaison committee and EDAG need to run with a new event



Council / Government assistance
Information and guidance
Relocation grants (tax rebates?)
Not Metro and not Rural (should be transitional area)
Council Support – buffer on non-productive land not on agricultural land
Council needs to be welcoming to understanding agriculture
Reduce regulations for farm safe trail – toilets, parking, lots etc seem to be overkill and conflicting requirements between Council and Dept of Agriculture
Legislation to break duopoly
Rate concessions
Smaller agriculture lots available for intensive agriculture
Reduce restrictions on truck load limits
Upgrade infrastructure /support
Recognition / coordination in Planning
Make DA process easier/cheaper (less ‘red tape’ and cost involved in approval process)
The ‘right to farm’ legislation
Expand the role of the rural liaison officer to agriculture, business and brand development
Need a strategy for agricultural development
Amenities for tourists (facilities for grey nomads, toilets for tour bus so individual growers don’t have to provide facilities)
Council meet with local associations
Set up a Regional Panel
More directional signage (and less confusing) to assist way in finding, and branding
Long term leasing for farming
Communication of Council resolutions / policies (eg complaints about standard farming practice)
Council needs to request State Government address noise complaints against forms under the PD60 Act. Need to provide link on Council website
Planning barriers, reduce long delays and offer more solutions (eg cut 2 <sup>nd</sup> growth but grow shelter belts)
Simplify studies
Remove duplication of necessary studies

Voluntary caveat on existing forms
Responsive council for decision making and valuing agricultural land
Consider Agricultural economics and future profitability
Agriculture intensive policies
Planning agriculture (LEP) promotion to other shires to encourage movement
Trainees – Government funded Certificate IV and Diplomas in Agriculture
Scholarships from Council to support Agriculture education at schools/universities
Expand on poultry and food trails/markets – provide incentives (sealing of roads, water, odour??) <i>Andrew Docking (Acting Team Leader – Regional Services, NSW; NSW Dept of Primary Industries)</i>
Rezoning – should be looking at criteria for infrastructure, dispersed settlements, continue with consultation with industries on planning and development controls. <i>Andrew Docking (Acting Team Leader – Regional Services, NSW; NSW Dept of Primary Industries)</i>
What is Dept Prim Industries doing to assist with opportunities for agricultural investment <ul style="list-style-type: none"> <li>– Inform strategic planning processes of the requirements to support agricultural development</li> <li>– Assist with mapping agricultural activity and developing criteria to identify important agricultural lands</li> <li>– Communication strategy to promote ag - development proposal and assessment guidelines</li> <li>– Rural conflict risk assessment guidelines</li> <li>– Providing advice to consent authorities on intensive agricultural development</li> </ul> <i>Andrew Docking (Acting Team Leader – Regional Services, NSW; NSW Dept of Primary Industries)</i>
Areas Council should be working on: Rural conflict, providing certainty is probably the major area. 149 certificates for new purchases is good, sort of at the end of the purchase though. Could assist with Marketing resources which they could tap into. <i>Ed Biel (Owner/Operator Wanaka Orchards)</i>
Council's role in promotion of Wollondilly – Council in day to day activities and dealings with other Councils and Politicians and can promote the value of retaining agriculture and expanding it. Assist with marketing, like the farmers markets – could be an area to revisit. Generally, politically to get protection for agriculture. Recognise agriculture as an asset to the people of Sydney, needs to go to State Level. <i>Ed Biel (Owner/Operator Wanaka Orchards)</i>
Economic Development section of Council could assist in looking at cooperative purchase power, price at markets etc. <i>Andrew Docking (Acting Team Leader – Regional Services, NSW; NSW Dept of Primary Industries)</i>
Ask for the protection of agriculture, identify as a public good, there is a danger that Sydney basin is going to fall through the cracks, <i>Ed Biel (Owner/Operator Wanaka Orchards)</i>
We have to advocate, need to look at the draft coming out and put views forward, we need to say what is important with this land.

*Sue Gordon (Macarthur Services Diversity Initiative & Macarthur Future Food Forum)*

There is an employment lands policy we need agricultural lands policy, preservation of agricultural land is critical to food security, has to be protected within the Sydney Basin. Will be advocating for it on the Regional Development Committee.

*Jozefa Sobski (Committee Member, Regional Development Australia, Sydney)*

The State Government should immediately pass legislation to protect Standard Agricultural Practice when carried out in an appropriate rural zone for the purpose of undertaking a genuine agricultural activity

*Ed Biel (Owner/Operator Wanaka Orchards)*

Opportunities with Reform of Metro Planning strategy: Subregional delivery plans under proposed planning system review could be key mechanism for identifying & protecting agricultural lands  
*Response to*

Need to define strategic land use and Need to resolve conflict of land-use – housing vs. farming

Critical to use the subregional delivery plans to identify & protect agricultural lands

Dept. & State government need to give high priority to agricultural lands in planning strategies

Broader publicity of findings and implications for upper Hunter & NE/UW regional strategy for Wollondilly Urban fringe area of Sydney

Agricultural land, if it is the path of Development should be up to the owner whether to sell or not, but agricultural land should not stop adjoining properties the chance to develop

Agricultural land is important however farm land needs to be supported with good transport routes, town water, power & internet (NBN)

Need for clear protection of prime agricultural land in face of pressure from urban development / rezoning & mining

Ensure government determines how much produce is needed to sustain. Simple risk analysis question based on variable scenarios of impact on food chain – i.e. security of transport

Closer assessment of cross-border agricultural land. Use activities as between Wollondilly and Camden Municipality

Regularity bodies need to support agricultural activities which have existed in areas before new developments are approved

Agriculture needs protection & enhancement at both local region, metropolitan & state level plans

Proper evaluation of Agricultural land relative to the City. Peri-Urban relationship between Agricultural Land & housing

Review trade tariffs & other fiscal impositions, together with policy reforms to incentivise greater investment in Agricultural production to ensure local food security – allow for value adding within LEP's on E3, E2 etc not just RU zones

Adopt urban growth boundary for Sydney (eg, Portland, Oregon)

Promote sustainable & energy efficient housing instead of large resource dependant urban sprawl

Support & invest in start up's

Many properties in Wollondilly are small hobby farms. We need to provide incentives to get these landowners to produce. Help these farmers pool resources etc

Free up land restriction to encourage more farming activity and expansion of current farms

To monitor sand mining and similar activities on this area so as not to destroy the soils viability and production capabilities

Strengthen DPI strategies already in place but unknown or underutilised

Help farmers pass intensives agriculture developments especially chicken farms

Relax PEO Act to allow agriculture

Encourage & support farmers to take on Agritourism through incentives & support

## Education

Need to attract future talent for agriculture/food (Current staff in the food enterprises)

- Pre High School (Extra curricula). Start Young, Current Interest, Purpose, Career, Action, the "Real Deal" and Focused on Specific Subjects. Ages From 6-12 – “kids adventure and agri-discovery tours”, boy Mactronics
- Learn about different pets. Meet calf/cows, pigs, chickens/hens, lambs/sheep
- Adopt/rent/buy a .....
- Learn about their health, feeds, grooming, care...
- Learn about breeds, breeding, genetics, nutrition,
- Horse, health, behavior, animal whisperer, clubs,
- Wollondilly Whisperer, Horse and Pets Centre
- The kids club 6-12
- High School (Selected subjects). Real Purpose Projects....
- Community (Events). Family Interest and Support....
- Professional (high level, e.g. Management, Behaviour),
- Regional?

*Dr John Troughton (Bennelong Holdings)*

Have to look after people in our business – majority do not have high prior learning

- education certificate iv frontline management – Leaders, technical confidence, experience,
- many come from small business, diversity – managing people within businesses
- need high performance people in high performance agriculture, course in High performance for Agriculture

*Dr John Troughton (Bennelong Holdings)*

Target land owners that are not farming the land yet, harness lifestyle group and mentor with existing farmers to develop their spaces.

*Sue Gordon (Macarthur Services Diversity Initiative & Macarthur Future Food Forum)*

Wollondilly Rural Education Outcomes

- Principles of Frontline Management; Codes of Reality: “People Reading People”; Senses, Interpretation, Communication. Professional Level. Multi Tasking Rural Men and Women
- Design; clothes, interiors, exteriors, food, flowers, towns
- Healthy food; growing, processing, cooking and healthy humans
- Landscape, biodiversity, bio-security and carbon
- Sustainability, water use, energy use and food security
- Plants; breeding, fruit and vegetables and resource use
- Animals; health, food, exercise and behavior
- Machinery, robotics, electronics and high performance agricultural systems

*Dr John Troughton (Bennelong Holdings)*

Broadcast what areas of land are available for Agriculture in Wollondilly & make this well known information & easy to access (i.e council website / Bush Telegraph)

Encourage universities to give scholarships for agriculture students, maybe get council to support an

agriculture scholarship
Clearer 'Plain English' strategies for protecting agricultural land & encouraging appropriate viable agricultural development
Work with RDA Sydney to help develop new Agricultural school of excellence around Elizabeth Macarthur – Usyd, UWS, Charles Sturt to support
What incentives/education are available for unemployed people and refugees and migrants to take up farming / agriculture pursuits
TAFE to develop targeted training modules relevant to industry needs / gaps eg. Certificate III viticulture developed for delivery in Wingecaribee due to number of vineyards

### Strategies as per

*Andrew Docking (Acting Team Leader – Regional Services, NSW; NSW Dept of Primary Industries)*

#### What should Wollondilly do

- Concentrate on existing successful agriculture i.e. build on Wollondilly's existing strengths
  - Poultry,
  - Food trails / markets – direct marketing
  - Provide incentives to attract agriculture industries.
- Give priority to agriculture in RU1 and RU4 zones as required in SREP 20 - now SEPP 20 – Hawkesbury-Nepean Catchment.
- DCP is consistent with good agricultural practice and State guidelines
- Rezoning residential proposals meet the DP&I criteria on infrastructure requirements – aim to reduce dispersed settlement
- Continue the Rural Industries Liaison Committee – provides two-way dialogue between council and agricultural industries regarding planning and development issues.
- Retain strategic agricultural lands and agricultural industries
  - Retain land that is good for soil based agriculture or landscapes that support intensive agricultural industry development (e.g. Map and protect strategic ag lands).
  - Provide opportunities for smallholding or community farming to support local conventional and alternative food systems (e.g. Primary Industry and Regional Action Plans).
- Make strategic plans that support viable food production systems:
  - Local Environmental Plans (LEP) that proactively meet the needs of a growing population, including land for housing, employment and food, fibre and bio-energy production
  - Provide consistent and supportive government policy and regulatory planning instruments e.g. Development Control Plans (DCP) that provides certainty to food producers and future agricultural investors (e.g. Minimise regulatory costs for ag industries).
  - Encourage development that links agriculture and urban communities' e.g. Farm gate sales, farmers markets, agri-tourism (ID business opportunities).
- Natural resources are accessed and used sustainably
  - identify important land and water resources for food industries, (e.g. improve water use efficiency, adoption of sustainable practices)
  - encourage multi-functional farming to achieve environmental services as well as production outcomes (Develop innovative production systems).
- Improve the health of Sydney residents
  - Planning strategies and policies to support access to fresh foods in local communities (Food choice campaigns)

## Agricultural Enterprise Credits

### *as per Ed Biel (Owner/Operator Wanaka Orchards)*

Legislate for the creation of Agricultural Enterprise Credits. (AECs)

- Greater certainty. Legislate protection for Standard Agricultural Practice. (SAPs)
- Promote Sydney produce to Sydney consumers. Create a demand among Sydney consumers for 'their' produce. This will provide a comparative advantage in the marketplace of Sydney for Sydney's farmers. (A SYDNEY LOCAL BRAND)
- Encourage Sydney's Farmers to form Co-operatives (Buying and Marketing) by providing incentives, advice and assistance.

#### HOW CREATED

- Qualifying period of agricultural production . (3 – 5 years)
- Value of production (turnover?) over a period will earn sq meters or credit equivalents - NOT area of land. (Formula to be determined) More production = more AECs earned.
- Commercial scale only eligible (minimum \$20,000 annual production). Not for hobby farms.
- AECs re-created after continuous production history of say 15 years - encourages agriculture to remain or even expand.

#### ADVANTAGES

- Values and rewards continuous Agricultural production in Sydney area.
- Provides capital for farm expansion/modernisation or retirement.
- Allows purchase of existing Ag. Lands at a cheaper price (land value less AECs received) thus provides incentive to new entrants – no longer cost prohibitive.
- Encourages expansion of agriculture in Sydney Basin – previously unproductive land brought into production to earn AECs.
- Provides developers with opportunity of intensifying approved developments anywhere in the Sydney Basin (commercial, industrial or residential) by adding sq meters = more profit from a given area of land.
- No cost to Government after initial set-up cost. Funded by developers from extra profits gained
- Targets approved development areas to be intensified in line with Gov't planning policy.
- Already proven to work - Sydney City Council "Heritage Floor Space" scheme - developer demand and a market value set for HFCs...currently about \$400 per sq metre.
- No legal impediments such as 'rights' at law created.

Very little cost to Government but very great benefits to Sydney – transferable development rights this is an extension of, need to provide greater certainty, legislation for protection of standard agricultural practice, promote Sydney basin produce to Sydney consumers, create a demand, biggest market on our doorstep, will provide comparative advantage

AECredits – qualifying period - farm in business 3-5 years using formula developed

Developments floor based credits, based on \$ value of turnover, more \$ more credits which can be sold to development industry – intensify area of development – only for developers – if you remain farming these credits come back to farmer.

- Encourages expansion of agricultural land
- Provides developers opportunities of intensifying approved developments
- Little cost to government initial set up, self funded and developer funding
- Targets approved development areas
- Sydney council – heritage floor space scheme – developer – heritage credits and can be

- purchased
- TDRs – this doesn't create a right, activity by one person creates create that can be used by another
- New series if still in production after 15 years.

Other Ideas
Financial support for 'start ups'
Simple procedures to enter
Low cost to enter
Help and advice to enter
Incentives
Finding niche markets
Co-operative sellers, buyers
Certainty = attracting investment
Agricultural land is not just urban land in waiting <i>David Mitchell (Senior Planning Officer, NSW Dept of Infrastructure &amp; Planning)</i>
Opportunity: intensification vs expansion
Economies of scale
Make Wollondilly and other primary agriculture a special zone
A centre for excellence
Possible lease -> purchase new land
Water trading
Lower water restrictions
Reality TV Show
Reduce health barriers to home cooking/selling at markets
Existing agri business changing the nature of your business to accommodate tourists (eg insurance)
Provide Sydney apartment dwellers to interact with produce
Bring existing agriculturalists on board (bring all grower groups together to understand who is out there and what they can do, sub groups to 'think tank' ideas further)
Develop series of day and ½ day trips with identified stops for produce, scenic visitors interesting

historical features, picnic and lunch opportunities
Actively encourage new migrants, who have often been farmers in their own land - need strategy to engage in farming, traineeship, rotate through different seasons, through sponsorship.
<i>Sue Gordon (Macarthur Services Diversity Initiative &amp; Macarthur Future Food Forum)</i>
Agricultural reference Group, seems you have the idea you need structure to foster and nourish, get organisations to help financially and hire people to give you ideas to promote in the Sydney basin, you have the resources, have cooperation across Hawkesbury down, Sydney basin needs to be part of this. Be united about it.
<i>Jozefa Sobski (Committee Member, Regional Development Australia, Sydney)</i>
Build enterprises: <ol style="list-style-type: none"> <li>1. Flowers (Single; Posies; Potted)</li> <li>2. Macro Garden (Botanical Gardens Creative Commons (Home Base); NZ; NY; Other Australian cities; Other Australian Citizens)</li> <li>3. Micro Garden (School; On-line; Potted domestic)</li> <li>4. Other (On-line Store; Anzac Centennial Scarf; Other Merino Wool Items; Art &amp; Photo Competitions)</li> </ol> Animal behaviour <ol style="list-style-type: none"> <li>1. Whaler</li> <li>2. Police Horses and Musical Rides</li> <li>3. Light Horse Brigade and Performance</li> <li>4. Horse Breeds from Different Countries (38 breeds in Australia)</li> <li>5. Asiatic Wild Horse</li> <li>6. Wollondilly Walk</li> <li>7. Pony Clubs</li> <li>8. Gold Trails and Bushranger Reenactments e.g. Hardin</li> <li>9. Wollondilly Cup</li> <li>10. Wollondilly Whispers Courses</li> </ol>
<i>Dr John Troughton (Bennelong Holdings)</i>
Identify what is produced & where
Carbon credits of farming and agricultural priorities need further evaluation
Need to concentrate on enhancing existing strengths of poultry, veggies/ mushrooms, cut flowers
Support / Advocate for urban containment – State & Local Government
Continue with current initiatives including Rural Industries Liaison Committee, Rural Landholders Handbook
Grow produce which is suitable to the local climate to minimise overuse of resources in future eg. Water
Identify rural properties (public & private) not currently farmed that can be made available to local farmers as an extension of their enterprise
Maybe an 'agriculture award'
Need to create mentoring opportunities for young farmers
Recognise agriculture as an employment generating development
Security to keep people on the land. Investment is protected. Perri urban fringe panel
Industry Action Plan for Agricultural Industries
Industry representation that represents brand and emotion
Wollondilly Food Hub
WFH seeks to stimulate ideas, develop, and disseminate research and innovations that enable



entrepreneurs, managers, and leaders to increase jobs and the GDP per person in Wollondilly and Sydney.

WFH's approach is based on the belief that a critical route for economic growth is through the creation of new entrepreneurial ventures and by scaling existing enterprises in Wollondilly.

The focus on healthy foods includes water, proteins, grains, fats, vegetables, fruit and also finance and technology, especially electronics and robotics.

BOOST ING Agr-Business, Agi-Tourism, Education, Edu-Tourism, Edu-tainment

Food Hub – already exists – 30 to 40 businesses already part of this – put on website add details

- Getting growers together to market....
- Wollondilly Healthy Food Hub – University - entities already exists – need to put all together, website, introduce food, need to market themselves –

*Dr John Troughton (Bennelong Holdings)*

In addition, the Forum obtained feedback for the methods that might be used to attract new agri business/ producers/ displaced farmers to Wollondilly, and these are listed below:

Methods
Information and guidance
Through Tourism
Education – through schools (encourage the next generation); promote a Wollondilly “Education Agricultural High School”; ‘Pick your own farm’ promotions to schools; Creative thinking/sustainable farming promotions
Advertising (internet, publication, newspaper, radio) - Establish an agriculture levy to pay for advertising
Council Fact Sheet
<p>Big event days -</p> <p>Wollondilly Events (learn from Easter Show) AND use Easter Show to create a Wollondilly Cultural Event Anzac Day weekend 2013 (poppies, Estonian Peace Treaty – Remember All Wars)</p> <ul style="list-style-type: none"> <li>• Horse Science Centre</li> <li>• Pets and Horses Centre</li> <li>• Horses and War</li> <li>• Remembrance Drive</li> <li>• Light Horse Brigade</li> <li>• War Horse Film/Competitons</li> <li>• Trailers.....</li> <li>• WOLLONDILLY WAR WARRIORS</li> </ul> <p>Wollondilly World Food Day (13/14 October 2012) eg Canola fields and approaching organisations that have bright yellow in their logo (eg Comm Bank and Maccas) and other dates:</p> <ul style="list-style-type: none"> <li>• 2013</li> <li>• The Year of the Farmer</li> <li>• Neighbors Day            March 31</li> <li>• Farm Day.                 May 25/26</li> <li>• Fathers Day.             September 1</li> <li>• Mothers Day.              May 12</li> <li>• International Women's Day Friday March 8th 2013</li> </ul> <p><i>Dr John Troughton (Bennelong Holdings)</i></p>
Agritourism promotion
Wollondilly “Show”
Industry Groups
Real Estate Agent education
Formation of a sub committee to explore ideas
Link John Troughton to EC Development Group, Branding / tourism & rural focus. Also to WTA
Need an on-going process for progressing great ideas



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**APPENDIX A : FULL NOTES FROM FORUM  
(AS RECORDED BY CAROLINE, WOLLONDILLY SHIRE COUNCIL)**

Luke Johnson opened the forum.

Introduced Mayor Cr Mitchell

**WELCOME**

Cr Col Mitchell (Mayor – Chair Wollondilly Rural Industry Liaison Committee)

Welcome

Acknowledged Dharawal

State Member Jai

Angus Taylor Hume

Cr Banasik

Les McMahon

Ally Dench

Luke Johnson

Janice Hardacre

Econ Development Committee

Rural Liaison Committee

Speakers

Purpose of forum to discuss ideas and offer views

Economic development of agriculture

Food security

Poultry chicken, flowers apples pears fruits, chillies, etc..

Identifying solutions for rural land uses in Wollondilly

Compliment Martin on work

Thank you Communications girls

**Mr Jai Rowell, MP**

- Good morning
- Thank Wollondilly Shire Council for organising this forum
- Trying hard to attract business to Wollondilly
- Development of recommendations and strategies that stakeholders can implement
- Wollondilly is in the Top 3 agricultural producers of commodities for Sydney basin
- Attracting new industries –example new mushroom farm Oakdale hoping to employ 300 people
- Allied Mills – cereals, seeds grains produced here in Wollondilly

Support finance RDA Sydney

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Luke Johnson introduced:

**Mr Marc Hardacre (Chairman Wollondilly Economic Development Advisory Group)**

- Thank you, welcome
- EDAG focuses on agriculture as one of its four areas of interest
- Agricultural Hawkesbury Harvest Trail – also part of this sector
- Also promotes tourism

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Luke Johnson introduced:

**Kristen Brumby (Facilitator)**

- Welcomed everyone
- Explained the program for today.
- Mentioned the survey questions
- Outlined speakers
- Audience question sheets for panel

**SPEAKER 1**

Kristen Brumby introduced

**David Mitchell (NSW Department of Infrastructure & Planning) Metropolitan and Regional Strategies Branch**

- Strategic Planning Format – Currently in transition
- Opportunities available with the changes happening - feedback into the reform of the planning system and Metropolitan Strategy
- Related also to Strategic Regional Land use Plans
- Main change preparing new Metropolitan Strategy for Sydney
- Provided map of area covered - Coast to Blue Mountains
- Metropolitan Strategy fits into long term strategies – State Plan 2021

- NSW long Term Transport Master Plan / State Infrastructure
- Two year Action plans fall out from state plans
- Metropolitan Strategy covers 20 year time frame
- Metropolitan Strategy – currently reviewing submissions
- Draft Strategy to be released in August/September, will be exhibited for further discussion
- Final Strategy by end of year
- Project to map agricultural lands in Sydney, find out how much land is being used – results by end of August
- Supports agricultural lands group activities
- Review of Planning System – Consultation ends 14 September 2012, subregional delivery plans to identify key primary agricultural lands
- Review potential housing opportunities on landowner sites – one of the objectives is to assess land use.
- Agricultural activities, rural landowners provided a huge response to discussion paper
- 57 addressed agricultural activities
- 24 issues
- 2 most important transport/housing
- Agriculture and resources were #7
- Some feedback from submissions – agriculture part of city region (Urban agriculture) – linked into urban area – should be strongly linked into the urban system and how it works in terms of food and eco services. Potential for encroachment of urban area
- Value of agricultural land use – recognise need to do this better
- Clear statement on shape and structure – how does it grow where does it go
- Clear separate operational guidelines
- SRLUP – does this have any application to Sydney? Guidelines currently on exhibition and discussed, strategic/prime agricultural land how does this affect Sydney? How do we apply?

Agricultural land is not just urban land in waiting.

## **SPEAKER 2**

Kristin Brumby introduced Andrew Docking

### **Andrew Docking (NSW Department of Primary Industries) Agriculture in Sydney Basin**

- Wollondilly and issues they are facing
- Themes 'Why is Sydney different'?
- Development of agriculture in urbanising areas
- What is our role
- Suggestions for Wollondilly
- Values for agriculture – cereal crops, cattle, calves, broad acre crops – high risk work cover
- Irrigation for grazing - large water user
- Employment in beef, sheep, grain
- Sydney – Mushroom, vegies, cut flowers etc
- Poultry, meat, mushrooms – local markets/areas of Sydney
- Demand for local fresh produce – some restaurants sourcing local
- Murrumbidgee biggest nearest local area – not all vegetables grown

- Tomatoes Lettuce Cucumber – what is grown around Sydney – Sydney more niche market
- Holdings in Wollondilly – Have quite a few landholdings above 4 acres, 105 x 50-100 hectare areas.
- Five land classes – slide
- Potential constraints – increasing costs, reduced commodity price, not many young people coming into farming – gaps need to be addressed, urbanisation on good agricultural land, increasing rural residential in agricultural areas – restricted impacts of not being able to do normal activities – access to water (restrictions). Example slide – fragmented lots – issue in managing small lots between larger agricultural lots.
- Mapping out areas – agricultural areas required in certain areas
- Development of communication strategies to get information out to Council
- Rural risk assessment
- Intensive agricultural guidelines.
- Resource on website [www.dpi.nsw.gov.au/agriculture/resource.....](http://www.dpi.nsw.gov.au/agriculture/resource.....) On slide
- What should Wollondilly do – Expand on poultry and food trails/markets – provide incentives (sealing of roads, water, odour??)
- SEPP 20 Hawkesbury Nepean Catchment – priority to agriculture in these zones
- Consistency in DCP's for agricultural practice
- Rezoning – should be looking at criteria for infrastructure, dispersed settlements, continue with consultation with industries on planning and development controls.
- Climate change issues that may mean withdrawal and may mean reshaping of agriculture in different areas.

### **Introduction – Changeover Speaker – Facilitator**

### **SPEAKER 3**

Introduction by Kirsten Brumby

#### **Ed Biel (Local Orchardist) Stone fruit grower**

- Viable agriculture of all items grown and remain in the Sydney Basin
- Need to turn around agriculture in the Sydney Basin
- Zone agriculture to stay in the Sydney basin will not make it so, you need to make it firstly more profitable, make money to improve farms, certainty – don't want to have people complain them out, sustainability, need to be able to plan for the future and pass on and take up new planning
- Fill up geological basin – over development, pollution of cars etc.... affects
- Would Sydney like to see fields/cattle as backyard?
- Zone area for agriculture and it won't be there due to profitability/sustainability will end up with 'green desert' (weeds etc). recipe for disaster
- Agricultural enterprise credits – scheme – transferable development rights this is an extension of, need to provide greater certainty, legislation for protection of standard agricultural practice, promote Sydney basin produce to Sydney consumers, create a demand, biggest market on our doorstep, will provide comparative advantage – we should promote produce to Sydney and create a local brand, need help and resources to do this. Need help to perform cooperative buying and selling, need help to set this up, very little cost to government, asking for a little help.
- AECredits – qualifying period - farm in business 3-5 years using formula developed

- Developments floor based credits, based on \$ value of turnover, more \$ more credits which can be sold to development industry – intensify area of development – only for developers – if you remain farming these credits come back to farmer.
- Advantages values and rewards - continuous agriculture
- Capital for farm expansion
- Purchase of land cheaper and new entrance
- Encourages expansion of agricultural land
- Provides developers opportunities of intensifying approved developments
- Little cost to government initial set up, self funded and developer funding
- Targets approved development areas
- Sydney council – heritage floor space scheme – developer – heritage credits and can be purchased
- TDRs – this doesn't create a right, activity by one person creates create that can be used by another.
- New series if still in production after 15 years.
- Conflict – Government needs to protect lawful activity in zoned area – Need legislation – Council unanimously passed in principle –
- Benefits – economic, environmental social. We protect Heritage – need to protect our industry in this area.

## **BREAK**

Introduction – Changeover Speaker – Facilitator

## **SPEAKER 4**

Kristen Brumby Introduced

### **Dr John Troughton (Bennelong Holdings) Opportunities to build food hub**

- Wollondilly unique agricultural
- Carbon economy, also water economy, how do we blend in a food economy
- Education, Agri-business, Agri-tourism
- Education – discover 40-50 components to this puzzle – challenge what can we add to it? Agricultural desert in wider Wollondilly community. Have to look after people in our business – majority do not have high prior learning – talk about education certificate iv frontline management – Leaders, technical confidence, experience, many come from small business, diversity – managing people within businesses – need high performance people in high performance agriculture. Course in High performance for Agriculture. Need to attract new people into agriculture. Kids Adventure & Agriculture-discovery tours – need to start with kids in the city, start with toys, extend number of pets, need people to design then start with people in the city which are interested in design. Need to look at people in the city ages 6-12 bring them out here, men's sheds, pets introduce animals, educate the kids. Advantages will have some 'free range kids'..... Need future farmers, need to create and build on this. Educate how, where, what.... Educate. Huge potential getting kids into designers..... Introduce new things, print –
- Food Hub – already exists – 30 to 40 businesses already part of this – put on website add details, fruit, grains, water, good food... Is there a potential generate in a confined space?



Getting growers together to market... Wollondilly Healthy Food Hub – University - entities already exists – need to put all together, website, introduce food, need to market themselves – Royal Easter show good example – visitors 700,00 are Sydney-Siders, instant marketing hit. Challenge, come to down disappear for a year, leave a vacuum, how do we fill this vacuum..... plants and animals (Anzac day analogy) 30-40 cultures within Sydney all had wars.... Potential for Wollondilly to market....Event 2013 – Horse event, Black Caviar café..... programs for an Anzac weekend. Food Day.... October..... Canola, in full bloom in October can we bring this to the city? Yellow umbrellas on free way etc..... tell people about canola, all to do with animals, cooking in it, Wollondilly burger, every ingredient from Wollondilly, healthy! CAN – canola yellow in their symbol target for this day...

- Wollondilly Healthy Food Shire - guardians of food, guardians of land, guardians of water – help CWA have same interest.
- Planners – talk we want to see Wollondilly a Mecca for agriculture – Wollondilly as the healthy food enterprises

## **PANEL DISCUSSION**

## **GROUP DISCUSSION**

Explained how the group discussion will work.

Kristen Brumby closed the group discussion and thanked panel members.

## **CLOSE**

Cr Col Mitchell – closed the forum thanking panel members and people in attendance. Particularly, Martin Cooper for organising this forum.

Presentation made to speakers.

Ed thanked everyone for their participation, particular Wollondilly Shire Council.

Kristen Brumby - Facilitator

## APPENDIX B : AUDIENCE QUESTIONS FOR PANEL

The following is a complete list of all questions posed for the Panel. At the end of each question a category number has been allocated that corresponds to the category that this question was included in for collation purposes (see table of categories in report section: *Audience Questions for Panel*).

1. To what extent do you see the benefit of creating a rural and agribusiness Cooperative Research Centre of Excellence around Elizabeth Macarthur Agricultural Institute, University of Western Sydney, Sydney University and Charles Sturt University to support Wollondilly rural activities e.g. vegetable, greenhouse, flowers, dairy, poultry, plant and seed technology.(Category 8 – Specific Solution/Suggestion)
2. We have an issue with unemployment particularly for young people in the region. What are the barriers for employment in agriculture and what pathways are there for young people to enter the agricultural sector (as a worker or farmer)?(Category 7 - Employment)
3. What activities do you believe Council should be working on to support farming?(Category 3 – Council Support/Role)
4. What do you see as council's role in the promotion of Wollondilly as a centre for agricultural business? How can this be achieved?(Category 3 – Council Support/Role)
5. Has the Department of Planning & Infrastructure examined agricultural enterprise credits (AEC) or transferrable development rights (TDR) before and if rejected why? What can be done to progress the AEC model?(Category 1 - AEC)
6. How do we go about creating and promoting a "Sydney Brand" for local produce? (Category 6 - Marketing)
7. Wollondilly is being attacked on a number of fronts with Wilton Airport proposal, Coal Seam Gas and suburban type proposals. We have National Parks, such as Dharawal and Blue Mountains that protect environmental areas. Why not agricultural parks that protect our farming areas?(Category 5 – Protecting Agricultural Land)
8. Is the agricultural lands mapping project looking at land which is not prime agricultural land. This is important given agricultural technology change, market change, climate change etc. (Category 4 – Assessing/Mapping Agricultural Land)
9. How do you reconcile agricultural lands protection with the current State government's departure from the principle of containing Sydney's urban footprint?(Category 5 – Protecting Agricultural Land)
10. What are the criteria to be used in assessing 'agricultural resource' beyond land class? How will the mapping process capture other values of agricultural land? How would 'green deserts' be valued, even if they are on/in 'potentially' productive land?(Category 4 – Assessing/Mapping Agricultural Land)
11. The Department of Primary Industries appears to indicate that the only rural land worth retaining is that classified as prime agricultural land. I note that most policy making is

directed at identifying and protecting prime agricultural land. This is inconsistent with the Department of Agriculture analysis for Sydney vs. Murrumbidgee slide in the presentation which demonstrates that Sydney's big producers have a high dependency on hydroponics and greenhouse production – neither of which are dependent on soil capability. How is the Department of Agriculture going to communicate to policy makers the value of land other than through only mapping prime land?(Category 1 – State Government)

12. What influence does this Forum have on State Government?(Category 1 – State Government)
13. What about communities that are subject to overdevelopment arising from the developers use of 'agricultural enterprise credits' (AEC)? Developers already max out height limits, densities etc with most developers seeking a minimum of 10-20% more than the codes allow as its stands. Add in AEC and massive over development will result. (Category 1 - AEC)
14. What opportunities does the Department of Primary Industries see for CFI participation in the Sydney Basin and how would it conflict with production outcomes? (Category 1 – State Government)
15. In light of climate change how is government ensuring new housing developments will be built in a way to minimise resource use? E.g. electricity consumption, green corridors to promote community gardens and public transport/infrastructure to lower emissions?(Category 1 – State Government)
16. Why is the question of the notorious Menangle development proposal for employment lands subdivision is still stuck up in the air stuck at NSW Planning? It was promptly rejected by Wollondilly Shire Council – shouldn't that be enough to stop it and give certainty to the farmers?(Category 1 – State Government)
17. What are the main considerations in convincing Councillors / politicians in retaining urban agriculture for in perpetuity as too say for heritage conservation areas, waterways etc in an ecological sustainable set of practices and outcomes?(Category 1 – State Government)
18. What time / resource commitment is allocated specifically to Wollondilly by the NSW Department of Primary Industries office at Windsor?(Category 1 – State Government)
19. David, sorry I missed your session. Could you please supply electronic notes of your presentation if available?(Category 9 – Other, Non Forum related)
20. Are the plans and policy proposed flexible and adaptive enough to handle the diversity of environment that changes every year?(Category 9 – Other, Non Forum related)
21. Are you aware of the fire threat to Shire and western Sydney due to neglect by National Parks & Wildlife Service.(Category 9 – Other, Non Forum related)
22. Ed, can you please explain a bit more about your agricultural enterprise credit idea:
  - Would all developers have to buy them?
  - Would they be freely tradeable?
  - How would you set the number of credits required per development?(Category 1 - AEC)

23. Everybody present endorses the need to protect and foster agriculture in Sydney for our health. Will Department of Planning and Infrastructure lead the charge with recommendations?(*Category 1 – State Government*)
24. Ed Biels' point of heritage agriculture is the Class 1 and 2 land. Will Department of Planning and Infrastructure report this?(*Category 1 - AEC*)
25. Do you believe the concept of 'food miles' has a role in marketing to assist agriculture in appropriate locations and also contribute to environmental sustainability?(*Category 6 - Marketing*)
26. How can a council say no to appropriate development (zoning) in agriculture/rural zones when we are constantly told they can't do anything in an agricultural sense on their land. (*Category 3 – Council Support/Role*)
27. If the prime agricultural land study (Strategic Regional Land Use Plans) is used in Sydney planning, will the minimum are of 40 hectares (100 acres) be the minimum size used in the definition? If so it will miss most of the farms in the Sydney Basin.(*Category 1 – State Government*)
28. Does the agricultural enterprise credits system or similar operate anywhere else in Australia / overseas?(*Category 1 - AEC*)
29. Gen Y wants high income jobs – how do you convince them to work in agriculture, where income is no guarantee?(*Category 7 - Employment*)
30. Help me pass a poultry farm. We have spent \$200,000 just to put application in by doing reports – flora and fauna, noise, dust, odour, traffic, and bushfire. Only now to be tole the 'Cumberland Plain' trees are a very big issue. We cannot move the sheds either way due to the fact there is a chicken farm across the road (ours). The red tape is just too hard.(*Category 9 – Other, Non Forum related*)

## APPENDIX C : PANEL DISCUSSION NOTES

(AS RECORDED BY CAROLINE, WOLLONDILLY SHIRE COUNCIL)

**Question 1:** To what extent do you see the benefit of creating a rural and agribusiness Cooperative Research Centre of Excellence around Elizabeth Macarthur Agricultural Institute, University of Western Sydney, Sydney University and Charles Sturt University to support Wollondilly rural activities e.g. vegetable, greenhouse, flowers, dairy, poultry, plant and seed technology.

- Bob Germaine – Andrew Docking – One of the things interested in opportunity for centers of excellence for South West Sydney – Imagine great initiative – start of agriculture reference group – also CRC could be useful – build on CRCs that are in the same line.  
John Troughton – Wollondilly campus out of this will come all sorts of initiatives – will eventuate when you get focal point – make sure lot of community, people in food business included and balance.  
Joseph Kronski, CRC is an excellent idea but need lead agency with strong imbedded community relationship now, if not will only have one uni creaming off money, CRCs are highly competitive nationally and would have conceded great benefit for this region and nationally.

**Question 2:** We have an issue with unemployment particularly for young people in the region. What are the barriers for employment in agriculture and what pathways are there for young people to enter the agricultural sector (as a worker or farmer)?

- Nerada – issue with unemployment – what are barriers for agriculture in area...
- Sue Gordon – not commercial farmer but has a few thoughts – currently has a person living with her desperate to get onto land, need for someone prepared to cover for workers comp etc...we should activity encourage young people, we also have new migrants who have often been farmers in their own land, need strategy to engage in farming, traineeship, rotate through different seasons, through sponsorship. Woopers? Great opportunity to link into this. Issues involved are transport, billeting? Is it possible to engage through tourism? Internships etc., will help with succession planning, may include credit schemes? American has an activity for kids educating them in agriculture after school.  
Ed Biel, sees agriculture providing source of opportunity for young people within the shire....  
Ed employs 6 people, cider creek orchard 3-4 times this, opportunities for employment/traineeships will only come as agriculture becomes viable. Trained employees are lacking in our shire. Department has some resources College and various high schools agriculture.

**Question 3:** What activities do you believe Council should be working on to support farming?

- Cathy Wagner – Activities should council be working on?  
Ed Biel - Rural conflict, providing certainty is probably the major area. Also in a review of rates structure again. 149 certificates for new purchases is good, sort of at the end of the purchase though. Could assist with Marketing resources which they could tap into.

**Question 4:** What do you see as council's role in the promotion of Wollondilly as a centre for agricultural business? How can this be achieved?

- Council's role in promotion of Wollondilly – Ed Biel - Council in day to day activities and dealings with other Councils and Politian's can promote the value of retaining agriculture and expanding it. Assist with marketing like the farmers markets – could be an area to revisit. Generally, politically to get protection for agriculture. Recognise agriculture as an asset to the people of Sydney, needs to go to State Level. Andrew Docking, thinking Economic Development section of Council could assist in looking at cooperative purchase power, price at markets etc.

Josepha Kronski, really think you have umbrella structure, focus on Wollondilly missed opportunity, promotional by John Troughton is the way to go. Have to get economies of scale and a critical mass, and trying to do this from Shire, cooperation across the agricultural area is what is required.

Sue Gordon, knows of a person who has 100 acres and not farming the land yet, harness lifestyle group and mentor with existing farmers to develop their spaces.

**Question 5:** Has the Department of Planning & Infrastructure examined agricultural enterprise credits (AEC) or transferrable development rights (TDR) before and if rejected why? What can be done to progress the AEC model?

- Alan Eagle – David Mitchell – Has department examined AER or TDR before they rejected and what can we do for the EAC module. Now is the time with the planning review to present these options again, important that the green paper outlines the governments direction and that if these proposals were to be considered would they would have to be consistent with the directions in the green paper. These proposals need to demonstrate that they will be consistent. People want to know what is going to be built next door to them.

Ed Biel, agrees, hoping AECs will become a positive in areas that the government wants to develop and put a cap on extra development with AECs. Not just targeted to residential development.

**Question 6:** How do we go about creating and promoting a “Sydney Brand” for local produce?

- How do we go about developing Sydney brand – Ed Biel, raised as a potential solution, not sure we have a solution to it – encourage customers to go to Woolworths/Coles, as them to provide Sydney branded produce, tell them you want to buy from local market. Need to get comparative advantage over suppliers outside the Sydney basin through customer demand. Lobby organisations to create that demand.

Josepha Kronski, agricultural reference Group, seems you have the idea you need structure to foster and nourish, get organisations to help financially and hire people to give you ideas to promote in the Sydney basin, you have the resources, have cooperation across Hawkesbury down, Sydney basis needs to be part of this. People around you will give you ideas, you have to want it and be united about it.

Sue Gordon, while looking at marketing to Sydney who are fairly ill informed about things, future food security, start building up resources – more expensive produce becomes more they cannot afford good healthy food. Lots of issues need to be thought of, look at long term for the future.

Ed Biel Sydney Food Fairness Alliance, trying to assist, brochures on table.

**Question 7:** Wollondilly is being attacked on a number of fronts with Wilton Airport proposal, Coal Seam Gas and suburban type proposals. We have National Parks, such as Dharawal and Blue Mountains that protect environmental areas. Why not agricultural parks that protect our farming areas?

- Wollondilly attacked, Airport, Coal Seam Gas and suburban....etc... - Why not environmental parks to protect....Andrew Docking on biggest issues look at public land – difficult to get consensus from community- identify land areas which are going to be important for agricultural – Government looking at this, looking at land uses – comes down to longer term future use of this land, this is the decision that needs to be made. Trying to identify where areas are going to be as a strategic use for agriculture, what the constraints will be, impact assessment required rather than going to going to a green belt, also gets nibbled away, hard to draw line in the sand

Ed Biel ask for the protection of agriculture, identify as a public good, there is a danger that Sydney basin is going to fall through the cracks, 40 hectares for primary agriculture, is a farce when you look at intensive agriculture in the Sydney basin,

Sue Gordon we have to advocate, need to look at the draft coming out and put views forward, we need to say what is important with this land.

Josepha Kronski, Regional development Australia, employment lands policy we need agricultural lands policy, preservation of agricultural land is critical to food security, has to be protected within the Sydney Basin. Will be ad advocate for it on the Regional Development Committee.

David Mitchell Did not have adequate value of agricultural land. If we are operating in a market and did not value then market now operating property.

**APPENDIX D : GROUP EXERCISE RESPONSES  
(AS RECORDED BY AUDIENCE MEMBERS)**

**1. What do YOU think are the types of agricultural producers Wollondilly should be targeting?"**

<b>VEGETABLES</b>	<b>NUMBER OF RESPONSES (Stars)</b>
Vegetable (and Mushroom) Growing	55
Herbs	24
Fruit and Nut Tree Growing	38
Cut Flowers	18
Nursery Production	14
Grain Farming	2
Cultivated Turf Production	4
Other Crop Growing	10

Comments: Other crops such as Hemp Productions, Organics bio-dynamic, permanent culture. All producers are important, 1. Synergies e.g. Poultry manure as fertilisers 2. Work together 3. Use grain for stock. Keep the agricultural diversity that already exists.

<b>LIVESTOCK</b>	<b>NUMBER OF RESPONSES (Stars)</b>
Sheep, Beef Cattle	19
Poultry Farming	35
Egg Production	17
Deer Farming	5
Other Livestock Farming	10
Dairy Cattle Farming	29
Livestock Slaughtering	8
OTHER ???	17

Comments: Other such as certified organic, orchards, ecological sustainable farming practices to meet water catchment regulations. , what is viable economically & environmentally, a balance of



any industry that works in Wollondilly. All important

## 2. “How will we attract new Agri Business / producers/ displaced farmers NW & SW?”

- **What is unique about Wollondilly?**
  - 5 million people market place (Sydney Basin)
  - Short transport trip
  - Agricultural Attractions
  - Birthplace of Agriculture in Australia
  - Agritourism
  - Location
  - Climate
  - Water
  - Not too many radicals
  - Small population
  
- **What makes Wollondilly attractive to these groups?**
  - Socially amenities
  - Proximity to Sydney (Transport)
  - Price point
  - Climate
  - Schools
  - Close to hospitals
  - Close to sources of products
  - Sustainable family community
  - Very low carbon footprint due to proximity – paddock to plate
  - Access to markets
  - Water availability
  - Transport
  - Proximity to Sydney Markets
  - Certainty (Planning)
  - Government Incentives
  - Land \$\$
  - Appropriate land size – affordable yet producible
  - Promotion / Education
  - Professional education about what land can be used for –Business Advisory
  - Supportive & educated community (Locals want to shop locally)
  - Issues with water (Negative)
  - Restrictions with council use (Negative)
  - Small affordable farms
  - Different use of Technology
  - Community
  - Chance to be part of something, not just a number
  - Quiet area
  
- **What would be important to these groups moving into the area?**
  - Wollondilly classed as Metropolitan
  - Restrictions to Regional Development (classes as Urban)
  - Relocation grants
  - Restrictions to foreign and tourist works – postcode doesn’t qualify, too close to Sydney

- State government
- **If you moved into the area, what attracted you?**
  - Climate / Rainfall
  - Soils
  - Well spread rainfall
  - Frost free (minimal)
  - Markets (Sydney) – proximity = profitability
  - Heritage / sustainability / cow pastures
  - Employment opportunity / Proximity
  - EAMI – expertise
  - Sydney Campus / Main / Sydney University Farms
  - Diversity of Enterprise / Industry
  - Landscape Diversity

### **3. “How will we attract new Agri Business / producers/ displaced farmers NW & SW?”**

- **How do we get the message out to potential people in these groups that Wollondilly is ‘the ‘place to be’?**
  - Proximity to Sydney
  - Transport Links (Southern Part) Rail, Road
  - Not Metro & not Rural (should be transitional area)
  - You can be producing & farming but only be an hour away from city centre – best of both worlds
  - Education hub/support systems
  - Information & guidance
  - Financial support for ‘start ups’
  - Branding of Produce
  - Establish an agricultural levy to pay for advertising
  - Council support – buffer on non-productive land not on agricultural land
  - Council needs to be welcoming to understanding or agriculture
  - Reduce regulations for farm safe trail – toilets, parking, lots etc seems to be overkill & conflicting requirements between council, dept. of Agriculture
- **If you are currently in one of these groups, put yourself in this position – how might you get to hear/see/find out about Wollondilly?**
  - Simple procedures to enter
  - Low cost to enter
  - Help & advice to enter
  - Sustainability
  - Certainty
  - Transport inks
  - Incentives
  - Finding niche markets
  - Legislation to break duopoly
  - Labelling, branding (Wollondilly Brand)

- Co-operative sellers, buyers
- Educations – through schools
- Tourism
- Rate concessions
- Advertising (Internet, Publication, Newspaper, Radio)
- Smaller agriculture lots available for intensive agriculture
- Good transport
- Similar climate too SW & NW
- Close to produce market & population for employment
- Supportive Council
- Diversified agricultural base
- Close to unskilled migrant population
- Proximity to Sydney & Southern Highlands for farm gate trail & Restaurants
- People moving to the area need support services especially migrant workers – accommodation, transport
- Some town water available but may become restricted in the future
- Reduce restrictions on truck load limits
- Upgrade infrastructure / support
- Speculative dev. Creates uncertainty
- Certainty = attracting investment
- Marketing Strategy
- Council Fact Sheet
- Co-ordinated Location & Industry
- Agricultural Ret – Sub Groups
- Security
- H2O
- Tenure
- Recognition / co-ordination in Planning
- Promote availability of land
- Make DA process easier / cheaper
- Intensification vs. expansion (opportunity)
- Cost of Land prohibitive
- Economies of scale
- Access to markets, utilities, transport
- Make Wollondilly and other primary agri. A special zone
- Certainty
- ‘The right to farm’ legislation
- Big event days
- A centre for excellence
- Possible lease / purchase new land
- “water” trading
- Reduce zoning to support
- Lower water restrictions
- Agritourism Promotion
- Wollondilly “Show”
- Promote local
- Reality TV show
- Industry Groups
- Real estate agent education
- Grants to entice people to relocate / or start a farm. Tax rebates?
- Relax health barriers to home cooking selling at markets
- Local support group for new farms (farms “brain trust”)

- Look at language barriers
- **How has attracting these groups to a new area been done in the past? In other regions?**

#### **4. “What needs to happen and Who needs to do something?”**

- **What do we need to do to make this work (and who needs to do it)?**
  - Recognise agriculture as an employment generating development
  - Expand the role of the rural liaison officer to agriculture, business & brand development
  - Need a strategy for agricultural development
  - Amenities for Tourists
  - Changing the nature of your business to accommodate tourists (insurance)
  - Provide opportunities for Sydney apartment dwellers to interact with produce
  - Promoting the Wollondilly Produce (nobody knows about us)
  - Sharing info with producers and pooling resources to promote products
  - Council meet with local associations
  - Set up a Regional panel
  - Security to keep people on the land. Investment is protected. Perri urban fringe panel
  - Make it attractive to protect the region – supported by the masses of Sydney
  - Council has lead role to facilitate
  - Bring existing agriculturalists onboard
  - More & less confusing directional signage to assist way finding & branding
  - Develop series of day and ½ day trips with identified stops for produce, scenic visitors interesting historical features, picnic & lunch opportunities
  - Bring all grower groups together to understand who is out there & what they can do
  - Council put in facilities for grey nomads, toilets for tour bus so individual growers don’t have to provide facilities
  - State government to implement planning / policy
  - Council policies
  - Long term leasing for farming
  - Communication of Council resolutions / policies (e.g. complaints about standard farming practice)
  - Council needs to request state government address noise complaints against forms under the PD60 Act. Need to provide link on Council website
  - Brand name for Wollondilly at every market & through the media e.g. ABC
  - Brand recognition, promoted through Woolworths
  - Educate the end user / customer through marketing
  - Get sub groups from attendees, ‘think tank’ these further
  - Provide promos for new farmers, develop a kit
  - Planning barriers, reduce long delays & offer more solutions e.g. Cut 2<sup>nd</sup> growth but grow shelter belts?
  - Simplify studies
  - Remove duplications of necessary studies
  - Voluntary caveat on existing forms
  - Land share site to identify what is available
  - Retirement funds to prevent selling if land
  - Long term investment
  - Responsive council for decision making & value agricultural land

- Less red tape & cost involved in approval process
  - Education on what farmers do
  - Industry action plan for Agricultural Industries
  - Industry representation that represents brand & emotion
  - Consider Agricultural economics & future profitability
  - Existing farmers / Ag is supported & promoted
  - Promotion
  - Strategies
  - Agriculture intensive policies
  - 'Ethical' decisions
  - Planning agriculture (LEP) Promotion to other shires to encourage movement
  - Encourage the next generation through education
  - Promote a Wollondilly 'Education Agricultural High School'
  - "Pick your own farm" promotions to schools
  - Trainees – Government funded certificate IV & Diplomas in Agriculture
  - Scholarships from council to support Agriculture education at schools / universities
  - Encourage young people to want to take on agricultural subjects through creative thinking / sustainable farming promotions
- **What is getting in the way of these groups coming to Wollondilly?**
    - Co-operation of Agriculture enterprises

## APPENDIX E : SPEAKER QUESTIONNAIRE RESPONSES (AS RECORDED BY AUDIENCE MEMBERS)

### SPEAKER 1 - DAVID MITCHELL

#### Senior Planning Officer – NSW Department of Planning & Infrastructure

##### 1. What are the key themes you identified in the presentation?

- Controlling Urban Approval
- Opportunities with Reform of Metro Planning strategy
- Agriculture is an important part of consultation feedback
- Review of Metropolitan Strategy – need to address agricultural lands
- Subregional delivery plans under proposed planning system review could be key mechanism for identifying & protecting agricultural lands
- Agricultural land is an issue of importance for Department (but only #7)
- Nothing of any concern, just more of the same
- 2010 Metro Plan
  - Ag. Policy consistent with Govt. Policy
  - Mapping agricultural land in Sydney basin
- New planning system for NSW
- Review of potential housing opportunity
- Agriculture is a prime consideration for Metropolitan planning
- The Dept. is surprised that Agriculture is important to submitters to the discussion paper, had the dept. not recognised it's importance?
- Urban infrastructure planning has been carried out, draft of this entity will be released in the end of this year
- The re-assessed views on determine / evaluating the “True Value of Agricultural Lands in the Shire and bordering Shire and Municipalities”
- Amendment / Updates to the Sydney Metro Strategy
  - Agricultural land value has increased planning
- Balancing growth with Agricultural lands protection through Metro strategy planning
- The mix or Rural, Agricultural land with residential land
- Agriculture is being examined as part of the Metro Strategy & sub-regional plan
- Transition changes occurring, Metro plan, 20 years
- Green paper on planning, Transport / Housing are top 2, Agriculture #7
- Agriculture recognised as important to the Metro plan
- Value of Agriculture needs reassessment
- ‘The speaker has renewed my faith in Government’
- Need to define strategic land use
- Need to resolve conflict of land-use – housing vs. farming
- Metro Strategy
- Comments of Draft
- Review of planning system
- Feedback on discussion paper – Agriculture is part of the city
- Metro Strategy & planning reforms (context)
- Transport & housing issues
- Strategic planning is important in identifying how the city grows
- NSW planning context – planning system review Metropolitan Strategy

- Value of agricultural land (other than simply for development) being recognised by Govt.
- Planning strategies for Metro Sydney – New approach Policy matches to go ahead with
- Agriculture high on the agenda
- The importance of Agriculture to the Sydney basin, the need for Government to recognise same
- Land use planning for Sydney and how agriculture fits into the plan. Agriculture is a key feature of the plan & must be considered as Sydney develops
- Agricultural land is recognised & valued in submission to Metro strategy
- Value is now seen as being more than just the Market Value of the land (eg. Resource & Employment)
- Strategies, sectors
- Review of the Sydney Metro Plan – very important
- Need to follow up on details of the subregional plans i.e. re-developments within agricultural land
- That the Govt. doesn't see agriculture in the Sydney basin to be important compared to other infrastructure like transport & housing
- Agriculture is a key issue in Metro Strategy, but there are 6 other issues above it
- No mapping of agriculture has been done
- Importance of making submission to the Metro Strategy review
- Feedback identifies that Community recognises & values agricultural lands
- Agriculture is rating high in the planning agenda that it will feature predominately in the new Metropolitan strategy for Sydney. How will it translate in real terms is hard to tell at this stage
- Connection of Agriculture to Sydney
- Interdependence of Agricultural & Urban area
- Integrating Urban Development with Agricultural land use
- Mapping of Agricultural lands in the Sydney basin. Importance of setting aside land for food production
- Urban development
- Seems like they are trying to identify where agricultural land is in the Sydney basin so govt. can plan for future developments
- Planning accepts need to protect and develop a plan for Sydney bowl agriculture
- How planning of Rural lands is affected & how it is being reviewed
- How submissions for housing affects planning & agriculture
- Value of agricultural land
- The need for effective Strategic land use planning to address the future of Agriculture
- The need for a mechanism to address & resolve (in an optimal way) difference in strategic land use priorities
- Development affecting Agriculture
- Agriculture as important part of City shape / structure
- Agriculture land use in key planning policy / programs
- Link of Urban / Rural land in Metro Strategy
- Major issue needing addressing in Strategy
- 

2. How relevant was the speaker in relation to informing draft recommendations to support and develop the agricultural sector in the Shire? (1 = Very relevant, 5 = No relevance)



1 (17)  2 (16)  3 (9)  4 (3)  5 (0)

3. Based on the presentation, what ideas and/or draft recommendations do you have to support and develop the local agricultural sector?

- Critical to use the subregional delivery plans to identify & protect agricultural lands
- Dept. & State government need to give high priority to agricultural lands in planning strategies
- Broader publicity of findings and implications for upper Hunter & NE/UW regional strategy for Wollondilly Urban fringe area of Sydney
- Help farmers, support us not play hard
- Agricultural land, if it is the path of Development should be up to the owner whether to sell or not, but agricultural land should not stop adjoining properties the chance to develop
- Endorse the priority to support the agricultural sector
- Broadcast what areas of land are available for Agriculture in Wollondilly & make this well known information & easy to access (i.e council website / Bush Telegraph)
- Using the 'food miles' concept for marketing & planning
- Need to protect farming land with Government legislation
- Mapping land
- Identify what is produced & where
- Identify new opportunities – concentrate on new areas with dedicated rural farms
- Agricultural land is important however farm land needs to be supported with good transport routes, town water, power & internet (NBN). Please don't leave farmers to fend for themselves
- Letting people know we're here
- Need for clear protection of prime agricultural land in face of pressure from urban development / rezoning & mining
- Notification of land use 10 years prior
- Must engage wholeheartedly with the planning system
- Ensure government determines how much produce is needed to sustain. Simple risk analysis question based on variable scenarios of impact on food chain – i.e. security of transport
- Closer assessment of cross-border agricultural land. Use activities as between Wollondilly and Camden Municipality
- Make sure that plan & make meaningful submissions geared towards retaining / promoting agricultural lands, where the opportunities arise
- Regularity bodies need to support agricultural activities which have existed in areas before new developments are approved
- Agriculture needs protection & enhancement at both local region, metropolitan & state level plans
- Proper evaluation of Agricultural land relative to the City. Peri-Urban relationship between Agricultural Land & housing. Carbon credits of farming and agricultural priorities need further evaluation
- Clarify regions that will be focused on urban developments

- Reinforce notion that agriculture is part of the city – so as to use planning framework to prevent uncontrolled conversion of agricultural land for other (residential) uses
  - Review trade tariffs & other fiscal impositions, together with policy reforms to incentivise greater investment in Agricultural production to ensure local food security – allow for value adding within LEP’s on E3, E2 etc not just RU zones
  - Clearly identify where agricultural land activities should be maintained
  - Adopt urban growth boundary for Sydney (eg, Portland, Oregon)
  - Protect productive agricultural land from Urban Development
  - Land zoning currently is out of step with many of the idea’s that presented, yet wasn’t raised as a key issue
  - Limit housing developments / prioritise small farmers and agricultural pursuits
  - Promote sustainable & energy efficient housing instead of large resource dependant urban sprawl
  - Support & invest in start up’s
  - Many properties in Wollondilly are small hobby farms. We need to provide incentives to get these landowners to produce. Help these farmers pool resources ect.
  - Access to water
  - Find out what land is available for Agriculture
  - Complete Agricultural Mapping
  - Lobby department of Planning for enhancement of Agriculture as an issue in metro planning
  - Make sure state planning reinforces & gives concrete methods of identifying and protecting rural lands
  - I am aware that Government needs proper planning instruments in which it can support & promote agriculture. Until the planning review is not finished, it’ll be hard to tell Governments commitment to Agriculture
4. How important is the NSW Planning system in securing land in the SydneyBasin for long term food and agricultural production? (1 = Very important, 5 = Not important)

1 (40)    2 (2)    3 (2)    4 (2)    5 (0)

5. What is your opinion on the potential to designate areas prime agricultural land in the SydneyBasin for long term food and agricultural production?

- High potential particularly through subregional delivery plans and other plans under green paper
- Positive, however I hope that consideration is made to also promote biodiversity as well as agriculture & urban development in allocating wildlife corridors between cleared areas
- To me it is very important, I started this business 20 years ago, now my sons want to stay in the business but does not look good

- Depends on the farmer i.e. I am 47 years old, no intention to sell but in another 10 years I might welcome a developer to purchase my land. I suppose if a farmer wants to develop his land he should be able to
- Must happen for population health. 2035 population growth of 30% is wrong
- Land needs to be allocated but also financially viable for potential buyers. i.e. maybe there should be a government incentive for potential agricultural farmers to purchase & run farm which is economically viable
- Excellent idea
- Very important to protect land
- Need 40 year vision for Sydney
- Very important but concern with value of land for residential development vs. agricultural. Plus sustainable agricultural production when family moves away
- It is a very important step to take
- Very important
- Will be difficult in face of demand for other wants, needs strong decision making by government & need to have meaningful protection
- Development and agriculture do not mix. Wollondilly is now into that transition period
- It's simply very important. The tension revolves around the definition of PrimeAgriculturalLand
- High Importance
- Supported
- Based on current value to public policy makers – quite low ! They don't know how important it is because they have not asked the question how much food & produce do we need to support Sydney population in 2036
- It can help local growers to plan and develop food & agricultural production in a long term condition
- It's an essential item for a meaningful existence
- It's crucial, need to prevent 'spot rezoning' on prime agricultural lands. A prime mandate is to supply home grown food, travelling less KM's to Sydney siders. Not to lose that valuable resource through poor planning / disparate planning
- Agricultural land mapping should not just focus on 'Prime' land or land being used today. Needs to also consider land with potential to be used. (technology change / climate change / market change)
- The problem will be the high value of land being used for a return which has not improved over the past 20 years. I do see food in the Sydney basin a very important part of the future
- This is vital but the development lobby is all powerful pushing out all other competing interests, getting the EPS act re-written to lower the bar for developers getting more approvals by private certification, which is a proven failure for neighbours, the community & the environment. The only winner is developer's profits.
- Needs proper guidance and leadership to ensure the right approach is taken
- Must be done
- Yes – critical but doing so will require development of satellite cities around Sydney with strong transport links e.g. Southern Highlands / Goulburn / Wollongong / Newcastle
- It is a good idea, and a very important issue. Make it easier to do agricultural things on land and SUPPORT the farmers.
- Enormous – but must be protected by the planning system 'registrations' once made should be made permanent (certainly), not subject to influence of developers

- Agriculture is very important. People take for granted there is food produced. Cut red tape for farmers especially in relation to tree clearing & existing farmers receive too much backlash from neighbours
- External forces, including Government policies re: trade impose constraints to driving long term investment in agricultural production
- Strong evidence base needed in prime agricultural land is to be identified & maintained
- Essential
- Great, we need to plan for the future and keep the area viable for food security
- Very important
- I feel it makes more sense in Sydney where Urban Development has the potential to take up land. However I believe that a plan needs to be flexible and ensure performance based outcomes rather than locking up land. A plan needs to find ways that all industries can work in unison
- The overall value of Agriculture in Wollondilly has the capacity to be argued as a specialised agriculture zone in planning for Sydney
- Good – eliminated food miles
- This has been done but needs a long term commitment from government to maintain it
- It may appear to be the way ahead, however the ultimate decision on land use is probably up to the owner of the land. If areas were designated, however, land holders would at least know where they stand
- Essential
- I support it

## **SPEAKER 2 - ANDREW DOCKING**

### **Resource Management Officer – NSW Department of Primary Industries**

1. What are the key themes you identified in the presentation?
  - Value of agricultural activities – fresh market production, niche market
  - DPI getting more involved in strategic planning i.e mapping
  - Ideas for Wollondilly to support agricultural activities
  - Comparison of agricultural production ie. Sydney – Murray
  - Why Sydney is different to other urban area in relation to food production
  - Value of different farming activities in relation to employment and resource usage
  - Ed Beil was spot on
  - Statistics
  - Agriculture important because of Class 2 land available now
  - Need to encourage farming activities through incentives
  - Work to encourage more restaurants to use locally grown produce
  - Information on statistics regarding agriculture
  - Risks & constraints
  - Statistics on Produce
  - Protecting FarmLand
  - Wollondilly key region in Sydney Agricultural production
  - Build on strengths in region
  - Work closely with planning
  - Specialist agricultural production for Sydney area
  - How can we make Sydney a sustainable city

- Incentives from Council to support agricultural pursuits
- More or less demonstrated status Quo good ideas on incentives for retaining / attracting new rural enterprises
- Current & potential constraints
- Importance of politics to support agriculture
- Government is seeking to analyse & provide better advice on strategies & planning for agriculture in SydneyBasin based on economics, population growth, land use, market demands, planning industries
- Differences between Sydney basin & Murrumbidgee (produce / employment)
- Profile of Wollondilly rural industry
- Importance of consistency and inclusions of rural activities in Wollondilly
- Sydney is different (in agriculture) types of vegetation grown (demand for fresh)
- Planning role – maintain agricultural land, in particular the prime land that has good soil
- Constraints ›increase pressure on agricultural land, and access to water fragmented ownership
- That prime land identification / mapping is going direct
- Policy making
- Contributing factors to Rural agriculture development
- The very small area (3500 hectares) suitable for intensive farming is our soil along rivers and plains as compared to average grazing area.
- Involvement with Rural Conflict Risk Assessment guidelines
- Nuts & bolts of food grown in Sydney
- How council can help protect / identify Agricultural lands
- Importance & value of Sydney Agriculture
- Challenge / threats to agriculture
- The importance of supporting agriculture
- Sydney basic agriculture best off focusing on real markets not bulk. Obvious advantage – close to consumers less travel time to markets
- Wollondilly vs MIA
- Potential constraints
- DPI roles
- Wollondilly opportunity
- Retention of Agriculture
- Vegetable potential
- Wollondilly is an important part of Sydney’s food supply – any loss of Agricultural land required replacement
- Employment that farmers provide
- Current & potential constraints
- Giving priority to land that is zoned agriculture
- Comparison Sydney vs other regions – agriculture
- Constraints for agriculture
- DPI role
- Suggestions for Wollondilly
- Comparing vegetables, about the fresh grown veggies – demand for it
- Agriculture policy preparation
- Why is Sydney different & what constraints exist ?
- Wollondilly is an important Agricultural area
- Size of NSW & local agricultural industry planning context
- Identify land with potential agriculture vs urban
- Wollondilly produces a lot of produce for both export & local consumption
- Need for planning around farmers needs vs residents

- Issues for the future: - next generation interest, climate change
- The need to maintain high quality intensive: lands – big shortage in Sydney basin
- Need for younger generation to take up agriculture
- Problems with small lots – unable to expand
- Wollondilly grows different produce tailored to Sydney market
- Wollondilly has small rural land holdings; many challenges for bio-security, economies of scale focus residential growth in consolidated area rather than dispersed
- Vegetables grown in Sydney region are fresh & of type for local consumption
- Current / potential constraints
- Land
- Investments
- Identify good agricultural enterprise & flow to protect & expand
- That Wollondilly is key to maintaining of food supply to Sydney markets
- Wollondilly agriculture important to Sydney
- Need to concentrate on enhancing existing strengths of poultry, veggies/ mushrooms, cut flowers
- Only 310 HA class 1 land ?? in Wollondilly
- Need for continued council > rural land holders discussion
- Constraints that require expansion of agricultural industries
- Potential for Wollondilly to assist to markets in Sydney a better quality of produce
- An outline of Sydney basin's agriculture & what Wollondilly should do

2. How relevant was the speaker in relation to informing draft recommendations to support and develop the agricultural sector in the Shire? (1 = Very relevant, 5 = No relevance)

1 (30)    2 (10)    3 (1)    4 (4)    5 (1)

3. Based on the presentation, what ideas and/or draft recommendations do you have to support and develop the local agricultural sector?

- Support / Advocate for urban containment – State & Local Government
- Continue with current initiatives including Rural Industries Liason Committee, Rural Landholders Handbook
- Free up land restriction to encourage more farming activity and expansion of current farms
- Make sure if you are looking to set up a new farm that the block is big enough so not to have too much disturbance from the neighbours
- Need to encourage more young people to look at farming as a viable job & encourage them to take agriculture at High School
- Encourage universities to give scholarships for agriculture students, maybe get council to support an agriculture scholarship
- Clearer 'Plain English' strategies for protecting agricultural land & encouraging appropriate viable agricultural development
- Legislation to protect Farm land

- Work with RDA Sydney to help develop new Agricultural school of excellence around Elizabeth Macarthur – Usyd, UWS, Charles Sturt to support
- Incentives for retaining / attracting new rural businesses is something WSC could undertake
- Controlling Urban sprawl on Agricultural land
- Strong directions
- Follow logical processes & not bow to emotional pressure. Make agriculture a respected science & provide for sustainable future delivering food requirements of the population
- Reduce or stop land use conflict
- Focus on existing strengths
- Provide incentives to encourage prime land to be used for agricultural uses
- Map agricultural land and protect it from future development
- That policy makers continue to see agricultural land which is not prime land as being urban land in waiting
- To support local growers in their agriculture sector
- To monitor sand mining and similar activities on this area so as not to destroy the soils viability and production capabilities
- Make meaningful submissions
- Target perishable products that have close proximity to customers, gives produce a competitive advantage
- Wollondilly bigger producer than MIA / Water issues in the future
- Wollondilly recognition as what zone
- Zoning correctly
- Need for food supply for Sydney
- Support poultry industry – ie. Neighbours complain, who was there first ? Why listen to neighbours that have bought land next to chicken farms?? It only costs the farmer money (to change D.A) and stress
- Strengthen DPI strategies already in place but unknown or underutilised
- Prioritise agriculture in Sydney basin to offset pressure from housing developments
- Help farmers pass intensives agriculture developments especially chicken farms
- Provide input to planning reforms to address current barriers to agricultural sectors
- Better mapping of current activities & potential land that could support expansion / maintenance of Agricultural activities
- Grow produce which is suitable to the local climate to minimise overuse of resources in future eg. Water
- Maintain policies / recommendations as per slide presentation
- The Sydney market is looking for organic, pesticide, chemical free produce. Help the industry move to this
- Help council & planning understand agricultural issues
- Not just general bus specific Agricultural production in an area like Wollondilly needs to be highlighted & potentially promoted
- Focus upon specific agricultural product
- Agricultural needs better marketing to all of community not just the farmers, council & state governments. It is a hidden industry
- Need to concentrate on enhancing existing strengths
- Importance of mapping & other current data to understand what industries are where
- DPI needs to play a more active role in adding the issues.
- Government appears to be too passive, until that is resolved agriculture will continue to rate low in the priorities.

4. Are there further support and extension services that the NSW Department of Primary Industries could propose to assist farmers in the SydneyBasin?

- Facilitate mentoring programs between young people and farmers
- Subsidise farmers to take apprentices to encourage young people to study agriculture
- Forums are a great way of learning new ideas
- Encourage diversity of farming
- Give incentives for farmers to take up agricultural tourism activities (it is costly & time consuming for farmers – more resources are needed)
- Give incentives to restaurants to use local produce
- Clear trend analysis to show projected future scenarios regarding agriculture to assist decision makers
- Legislation to protect farm land
- Map what's rural – what needs to be protected
- Identify – transferred areas – to support profitable & sustainable rural farming activities
- More investigation and support for planning and council in identifying what is needed and where
- Lands department & land values
- Co-ordinating plant across area so that it can be shared. Provide grant support for infrastructure needs to improve procedures. Co-ordinating transport services in new areas.
- Co-ordinate adjustment of stock across area
- Yes
- Marketing / tourism / employment – promoting & advertising these values
- Financial assistance incentives for establishment of new agricultural enterprises in Sydney basin
- We as farmers need less cut backs on the department
- Farm gate trail to sell direct to consumers rather than having their sale price screwed down by large supermarket buyers.
- Prevent rural residential impacting on high quality agricultural land.
- Map & grade all agricultural lands in the basin to ensure that quality is protected.
- Further advice and policy decisions explained to farmers
- Support the farmers issues with Government
- Yes – help to drive produce ability per hectare
- Mapping agricultural land to identify land for protection
- Help cut red tape
- Mapping & data provisions at an LGA level to assist councils to better service / assist local providers
- Provide incentives to local farmers for farm trails & small, sustainable farms
- Implement policies / recommendations as per slide presentation
- Yes – information particularly regarding trends
- Yes – there's potential for that to happen, but hasn't happened yet
- 

5. Would standard development controls for agricultural land uses in the SydneyBasin remove a level of inconsistency for agricultural producers?

Yes (16)  No (3)  Maybe (16)



Please comment:

- Maybe -Depends entirely upon development restrictions in the shire. Current climate change issues need to be addressed, therefore subsequent farming practice regulations need to be addressed
- Yes - Only if transport corridors are sufficient
- Yes - Fragmentation of farming land
- Maybe – if designed to protect agricultural land
- Yes / maybe – it would have to consider environmental, demographic matters but if it included these considerations it would probably assist reduce red tape
- Maybe – if councils stick to their DCP when DA's are proposed for development adjoining rural properties
- No – agriculture needs to be welcomed as part of the community. An atmosphere (zoning, legislation, ag practice) where farming is profitable & supported
- Yes - Department of Planning need to look at code SEPP and the impact that has on allowing housing in what could be considered a location in conflict with agricultural uses on adjoining sited, standard instrument has changed hierarchy of rural land but have not reflected those changes in codes SEPP
- Yes – Need to identify precincts of agricultures – not only for farmer assistance but also for developers & preventing them buying large
- Yes – the more control put on agricultural activities will cause higher cost and make it less viable
- Yes – needs to be done at state level not adhoc by local councils whom often don't have the resources to do the work
- Maybe – depending on the controls put in place, controls need to be adaptable and flexible as the environment is
- Yes – be consistent – don't pick on one farmer because a neighbour complained and the farmer down the road because has had no complaints is able to do whatever they like
- Yes – but consistency may not be everything! Council planning decisions to protect agricultural land need to be supported, not so readily subject to challenge – hence need to agricultural focus in metro strategy & reform of planning systems
- Maybe – standard controls can be too inflexible to meet market demands, however consistency provides a level of certainty to producers
- Maybe – not sure what issues agricultural produces have and how standardisation would resolve it
- No – it is shown that current (standard) controls do not overcome the issues of competing interests
- Yes – but one size fits all approach has consequences
- Maybe – in some areas, it's too late - development has already segmented rural agricultural land

### **SPEAKER 3 - ED BIEL**

#### **Wanaka Orchard**

1. What are the key themes you identified in the presentation?

- The real issues experienced by farmers what could be done to improve & preserve agriculture. Practical actions that could make a difference

- Creation of Agriculture enterprise. Credits – a way of ensuring sustainable continuing production in agricultural land. Green deserts – problem caused by empty land
- A possible solution with agricultural credits
- Legislation to help farmers, needed
- Agriculture needs certainty & profitability
- Farmers need help to sustain their industry
- Identified key strategies for profitability on farms
- Zoning is not enough, there are other factors beyond zoning that need to be addressed
- Agriculture dying in Sydney basin
- Pollution is a threat to agriculture
- Agriculture needs to be profitable, certain (stable), sustainable
- Need for policy protection by government
- Need to have Sydney buy locally
- Form a Sydney brand
- Zoning vs. actual agricultural development
- The importance of maintaining the environment in Sydney basin
- Incentive to make agriculture sustainable, profitable, certain
- Sick city = sick people – rural back yard for Sydney there are solutions – small scale farm to serve the 5 million people but we need help !
- Zoning & profitability & certainty & sustainable agriculture, enterprise credits
- Standard agricultural practices
- Agriculture is dying – empty land is now productive
- Zoning won't work – it needs to be profitable & certain
- Agriculture is dying in the Sydney basin
- Zoning alone won't fix it – agriculture needs to be profitable, certainty, sustainable. Overdevelopment of basin = sick city. Solutions at min cost, needing legislation & modest help
- Brand Sydney produce (Wollondilly!)
- Complaining
- Promote a Sydney brand
- Encourage development of co-op's (buying & selling)
- Protect the rural history – agricultural credits
- Agricultural credits – heritage value
- Zoning not the answer
- Green desert
- Importance of Sydney local brands / co-op's
- Agriculturalists face many challenges & need help
- The assistance to help agriculture continues in the Sydney basin
- The promotion of Sydney basin produce
- Zoning is not the sole answer
- Ag credits CONCEPT GREAT
- 'Green deserts' are an issue
- Idea of a Sydney brand in our supermarkets – great idea !
- A way forwards – AEC
- Promotion in SydneyBasin
- Revised what we are already aware of i.e. the increased smog cover over the basin
- A passionate speaker
- The protection of our agricultural heritage from a 5 generation of farmers
- Zoning alone won't assist with local grower
- Guidelines on agriculture production required for sustainability

- Co-operative sale, marketing needed
- There are still passionate producers trying to fight apathy in the system
- Make it profitable
- Provide the right zoning so we don't end up a green desert
- Legislation for the right agricultural / standard agricultural legislation
- Need help to promote Sydney brand to Sydney
- Re-Zoning alone does not solve farmers issues
- Zoning not the only thing needed – also needs to be profitable, need certainty and sustainability
- Sydney basin - in danger of filling up with urban development
- Solutions – Local Sydney Brand
- Agriculture enterprise credits – incentive to remain in Agriculture / Sydney basin
- Profitability drives the future of agriculture in Sydney basin
- Need to protect farmland
- Government helps to form practices
- Profitability AEC – excellent idea – would solve many problems
- Certainty – need protection of standard Agricultural practice
- Sustainability – need help with co-operative selling / buying
- Profitable / Certainty / Sustainable required – agricultural enterprise credits
- “Sydney local brand”
- Development industry to subsidise agricultural use
- Agriculture enterprise credits – a way to opportunities win-win developers
- Sustainable farming
- The risks confronting the Agricultural industry & the potential solutions
- Need for farming to be profitable & sustainable
- Need for support for farmers
- Agriculture is dying – action needed
- Must encourage agriculture
- 2035 population growth is wrong ! too fast
- Promotion of our produce
- Family businesses
- Agriculture is dying in the Sydney basin
- Agriculture zoning also needs support to remain sustainable
- Right to farm – pass a legislation for protection
- Zoning alone doesn't work – need to be profitable, certainty, sustainable > healthy city
- Potential solutions – legislation – agricultural enterprise credits,

2. How relevant was the speaker in relation to informing draft recommendations to support and develop the agricultural sector in the Shire? (1 = Very relevant, 5 = No relevance)

1 (39)  2 (6)  3 (0)  4 (3)  5 (0)

3. Based on the presentation, what ideas and/or draft recommendations do you have to support and develop the local agricultural sector?

- I support everything that he said
- Investigate the idea of agricultural enterprise centres

- Need to establish co-operatives for buying & selling
- Need a Sydney brand to market to consumers
- Promote to the Sydney Market
- Sydney produce for Sydney
- Promote our produce. Target the Sydney market
- Co-operative selling & buying
- Promote & educate people on how to farm. We need farmers but it is a dying trade !
- Next generation what is government doing?
- AEC's SAP's
- Agricultural enterprise credits
- Legislative changes to protect standard practices in appropriate zones
- Co-operative models
- Good hearing from an actual farmer
- Conflict
- Benefits of agriculture
- Legislation for AEC's
- Relax PEO Act to allow agriculture
- Brand produce (Wollondilly branding strategy)
- Promote the produce to Sydney
- Was great to hear from a farmer
- Agriculture enterprise
- Conflict
- Investigation of AEC's
- Support agricultural credits
- Lower costs – rates (rural holdings)
- AEC – workable concept at little ask to government
- Protect the rights for farmers to farm
- Zoning is not enough to protect agriculture
- Agricultural enterprise credits is transferring problems elsewhere
- The idea of a credit system to encourage agriculture in the Sydney basin
- Agriculture profitability is critical so incentives and assistance is critical (tax breaks ect)
- Promotion of Agricultural lands & food production / heritage / agri tourism
- Would like to know a but more about AEC
- Bottom line > farming needs to be encouraged to be sustained
- Identify rural properties (public & private) not currently farmed that can be made available to local farmers as an extension of their enterprise
- Strengthen local Sydney brands – discussed by Ed. Lots of potential
- All of the ideas that Ed identified
- Agricultural Credits system
- Same flow in that it provides for change in development controls on other areas such as city based environments. Could work through as Ed says like carbon credits
- Advertisement
- Carbon foot print, food miles from paddock to plate
- All – everything Ed said
- Assist development of AEC's
- Support agricultural land lawful activity. Agricultural land like industry land
- Making farming viable
- Implementing agriculture enterprise credits
- Maybe support the Wollondilly farmers / harvest through further tourism promotion
- Encourage & support farmers to take on Agritourism through incentives & support
- Maybe an 'agriculture award'

- Need for more research
- Agricultural credits – excellence
- Legalisation for protection of agriculture enterprises
- Ed Beil was spot on
- Provide Sydney's produce for Sydney
- Form co-operative buying & selling
- Local branding
- Explore opportunities for AEC's & standard Agriculture practice
- Mechanisms to promote Sydney brand – messages about fresh market / niche market; heritage values

4. Do you foresee agricultural enterprise credits as having a role in securing agricultural land for long term production?

Yes (26)  No (1)  Maybe (18)

Please comment:

- Yes – need quite a lot of work to develop a system that the community & developers would see as acceptable
- Yes - Idea worth pursuing, profitability is the main issue with farming
- Maybe – How about instead a land banking scheme by developers where they have to invest in agriculture similar to the bio banking scheme
- Maybe – Components of AEC's need to be worked out thoroughly
- Maybe – need to know more
- Yes – I would question production rates as only measure. Sustainability is not about how much you can make but your impact. What other measures? eg. Biodiversity, quality of soil, minimised resource use
- Yes – good concept
- Maybe – looks like a possible scheme that could work
- Yes – transferability of entitlements has worked o/s – no reason why FSR transfers couldn't work here
- Yes – needs legislation, but self – funding
- Successful elsewhere including USA
- Yes – it is a good idea – encouraging people to farm
- Maybe – need to make sure it isn't simply noted
- Yes – if something is not done it will be too late
- Yes – does it only apply to those areas identified in the metro plan, workable concept
- Maybe – this may work but the people who own land where they transferable development rights are used will be unhappy that they are next to over development
- Yes – This will help with the initial high cost of land within the Sydney basin
- Yes – Agricultural credits are a great solution to the issue of profitability
- Yes – commercially viable
- Maybe – could you forward more information regarding AEC's so the permits can be reviewed (Chris & Max Boardman – 55 Argyle Street, Camden)
- Maybe – Government need to protect food production land
- I don't fully understand the scheme

- Maybe – If the government has the will to take the ideas seriously
- Maybe – developers will snap up broad acreage to make large profit in city area where rate of return is increased. Developer may not maintain property for agricultural enterprise but just as open space
- Yes – Council agitation, state government, other councils in interface Sydney
- Yes – great idea
- Yes – excellent
- Yes – what else have we got for your future
- Maybe – doubtful that developers will come on board. Change of legislation will be necessary to allow farm practices necessary in it's day activities to protect farmers against complaints
- AEC – qualifying period (3-5 years) commercial scale min 20,000 not for hobby farms

5. What further initiatives can Council explore to mitigate the impact of rural land use conflict on agricultural production?

- Push for legislation
- The initiatives are there – the council needs the strength to hold it's ground and have a consistent line on this issue
- Need to stop rural residential rezoning and abandon those in progress now
- Needs to start with real estate agents to disclose any potential conflicts
- A system where contribution to community (employment, taxes, rates ect) can be recognised
- Education. People must understand where their food comes from and what to expect living in the country
- Support farmers through legislation and communication between stake holders
- Allowing agriculture activities in rural areas & suppress unreasonable complaints
- Impact is not necessarily adverse. Need to better understand how each can complement one another & agriculture can be leveraged against other rural land uses – listen to the farmers & heed their advice
- Existing use rights
- Council already doing good things, but may need to strengthen via legislation
- Existing land rights
- Lower rates for larger landholdings
- State government support council concepts to protect the farmers in the region
- Prevent further subdivisions of agricultural lands to stop rural residential dwellings being erected. Encourage farmers to think past their agricultural venture which is just about maximising their personal profits to the greater good – environment, community, neighbours. Just because you are an agricultural producer doesn't mean you should be able to do as you please with your land
- Offer to partner with DOPI & PDI in piloting an Agricultural credit scheme
- Identify / retain agricultural zones (rural)
- Can the shire not forget the farming / land owners on the boundary lines e.g. being the other side of Westbrook road where livestock enterprises are trying to survive the residential encroachment and general urban development.
- Consultations with local agriculture producers and local industries

- See (3)
- Some conflict is caused by 'poor' implementation of standard farming practice. Simple solutions can often reduce common complaints (eg. Smells)
- Buffer agricultural zones correctly so there is no conflict with competing interests – when zoning land
- Protection of historic farmland ( 5 generations of continued farming on our land)
- As many as humanely possible please
- Rate discounts
- Small developments on farm land
- Great idea
- See answers in Q 3 also:
- Encourage small farmers ( 5 acre lots) to produce, work with AEC's & encourage this
- Continue to encourage council to support farmers as per resolution re: carrying out standard agricultural practice
- Continue to support & assist agriculture. Support heritage agricultural lands as it is class 2 agricultural land.
- Legislate a Farm Act i.e. right to farm
- Support farmers more we have the right & like engaging other businesses
- Standard agricultural practice if complaint made

#### **SPEAKER 4 - DR JOHN TROUGHTON**

#### **Bennelong Holdings**

##### 1. What are the key themes you identified in the presentation?

- The possibilities for Wollondilly
- Better production of the many assets of the region
- Educate city people, starting with kids, about rural lands & advise boundary, crops ect
- Need the right people for agriculture
- Need creative ideas for marketing
- Marketing !
- Outstanding presentation
- Ideas
- Wollondilly food hub as concept and cause not just a location
- Agricultural education
- Promote Wollondilly as a food hub
- Wollondilly needs to market itself
- We have the potential just need to package
- How do we promote
- Imagination & organisation
- Healthy food
- Agriculture desert
- Education / development of producers & children
- Teaching kids about farming
- Wollondilly – guardian of land, water, food

- Wollondilly campus – educate
- Wollondilly food hub – agri business (healthy food)
- Wollondilly way – agri tourism
- Promotion – Royal Easter Show
- Events in Wollondilly – ANZAC 2013, Wollondilly world food day 2012
- Mactronics
- Education essential for agriculture in the shire
- The value of Royal Agricultural Society to Wollondilly
- Education
- Food Hub
- Agricultural education – target city kids with an interest in robotics, pets, science ect
- Wollondilly, food hub
- Education into the agriculture industry, training of young people to become agriculturalists
- Bringing people to agriculture, farm visits, showing them fresh food
- Getting your people inspired to work in agriculture
- Concept of ‘Future Farmers’
- Promotion of Wollondilly – nuts & bolts, the know how
- Thinking outside the square – extend the boundaries i.e multi cultural markets
- A healthy food shire – something to consider
- A healthy food hub for retailers
- Attracting future talents
- Agriculture education
- Attracting agriculture talent in the future
- Education to kids to promote interest in agriculture
- Teach people of the city about agriculture, we need future farmers who are well educated
- Protecting Wollondilly agriculture
- Education deficient in supporting high performance agriculture
- Creating a new image of a farmer
- Wollondilly food hub
- Education 6-12 year olds on agriculture & enterprises
- Food hubs – existing & development
- How agriculture can be protected – tourists visiting ect.
- Agricultural education
- ‘yellow’ people
- Already Wollondilly food hub – how to build on strengths
- Need to get more understanding of agriculture, develop future industry opportunities
- Training & education
- Promoting event days
- Imagining a future – very inspiring
- Need for more education in schools about agriculture
- Need to promote the Wollondilly food hub
- Food enterprises
- Spread the work of farming into the city, teach kids where all these basic foods come from
- Promote Wollondilly as a food bowl
- The need for educating people in agriculture
- Promoting the importance of agriculture to encourage children into agriculture
- The advantage of kids
- Mactronics



- Agriculture discovery tour
- Concepts of Wollondilly campus / food hub / way
- Need to think creatively
- 

2. How relevant was the speaker in relation to informing draft recommendations to support and develop the agricultural sector in the Shire? (1 = Very relevant, 5 = No relevance)

1 (23)  2 (16)  3 (3)  4 (0)  5 (0)

3. Based on the presentation, what ideas and/or draft recommendations do you have to support and develop the local agricultural sector?
- everything that was said
  - Maybe formation of a sub committee to explore these idea
  - Need to create mentoring opportunities for young farmers
  - Rural industry liaison committee and EDAG need to run with a new event
  - Collaboration
  - Identify, create, promote, support Wollondilly
  - Educate our young in agriculture
  - Be an advocate for local produce
  - Put real energy & resources into educating young people
  - What incentives/education are available for unemployed people and refugees and migrants to take up farming / agriculture pursuits
  - TAFE to develop targeted training modules relevant to industry needs / gaps eg. Certificate III viticulture developed for delivery in Wingecaribee due to number of vineyards
  - Show everyone what farming is
  - Link John to EC Development Group, Branding / tourism & rural focus. Also to WTA
  - I love the idea of Mactronics
  - Wollondilly presence at Sydney Royal should be encouraged
  - Branding
  - All issues mentioned in the forum have covered my ideas
  - Foster the agricultural education, food hub ideas, festivals & celebrations to promote tourism, focus on health, activity, fresh air & sunshine – back to the farm
  - Encouraging farmer to hold farm visits and ability to sell fresh farm produce
  - Yes – need to look at current agricultural assets including food production / heritage & actively preserve these precincts
  - Local markets, shows about agriculture
  - Promote the agricultural nature of the shire
  - Promote marketing
  - Need to bring more people to promote local production
  - John spoke about many items. The control there was to create the image of Wollondilly as a healthy hub of food production
  - Developing a community understanding & providing curriculum for incorporation into current education system
  - Support of local produce promoted to urban families
  - All good ideas
  - Further education
  - Need an on-going process for progressing great ideas
  - Work with local schools & farmers to encourage more ‘hands on’ activities across learning environment
  - Promote Wollondilly food hub
  - Have a ‘Wollondilly Agriculture Show’
  - Introducing school kids to agriculture
  - Support the ideas of Wollondilly Food hub & Wollondilly Way
4. How can Wollondilly be promoted as vibrant and active food hub? Should this promotion be targeted at:

Existing landowners and farmers(32)

Consumers/food

retailers/visitors (35)

Future & displaced farmers (22)

Please comment:

- All – to all target audiences
- All – all the above
- Consumers / Food Retailers / Visitors – No point in preaching to the converted. Wollondilly's identity needs to be promoted beyond it's current audience
- All – Promote to all. Promote self awareness to landowners / farmers. Bring all stakeholders together to meet and facilitate understanding / education
- All – Marketing – promotion – costs \$\$\$. Perhaps grant funds could be provided from community donations program dedicated to co-operative marketing for agriculture producers
- All – all of the above
- Existing landowner and farmers / Consumers / food retailers / visitors – Use EDAC & WTAI to work on promotions e.g. Wollondilly as Food Hub (healthy ect)
- All – all of the above
- Consumers/ Food Retailers/ Visitors – Outside the area for consumers, inside for continued development with agricultural enterprises
- All – all of the above
- All – Start with existing farmers to explain the benefits after everyone is on board go after the consumers once they are coming future farmers will be drawn in. To do all will take commitment & drive for 10 years +
- All – It needs to involve a whole area of people, it cannot target just one area
- All – Across the board. An agricultural museum at Menangle – 'Birthplace of the farm & EMAI with a kitchen for high profile cooking demonstrations
- All – Farmers markets. With a core of markets all sorts of associated businesses develop. Its happened on the NSWNorthCoast with remarkable impact
- All – Has to have a webpage as the current youth get most of their info from the web. Farm stay activities & job experience sponsored through Government support to get started
- All – Great ideas – initiative – needs an organisation to bring them together
- None – Believe better for Wollondilly to work with broader Sydney agriculture groups rather than start their own ?? i.e. unite with Hawkesbury harvest = Sydney brand
- All – all of the above
- Existing landowners & farmers / Consumers / Food Retailers / Visitors – Target tourism, target & encourage local supermarkets to only provide locally grown food first (when in season) & have "local produce" stickers / stands in their supermarkets. Have incentives for local supermarkets
- All – Investing in advertising, Growers market particularly for Wollondilly produce
- Existing landowners and farmers – liase 'adopt a school'
- Yes – definitely – there are lots of young people who grow up here connected to the land (mostly on green deserts) who would be interested in finding a career locally. Sydney is full !! Sydney is unaffordable; there are no jobs for young people. Keep them here !

5. Should opportunities to promote Wollondilly as centre for agricultural learning be explored?

Yes (38)  No (0)  Maybe (4)

Please comment:

- Yes – and utilise regional facility Macarthur centre for sustainable living as an education resource
- Yes – Without doubt – Jobs, healthy food, healthy environment, food security for Wollondilly / Sydney
- Yes – but remember that canola pollen is a very strong allergen
- Yes – Listen to farmers. They've got great simple ideas & will be the best teachers through field trips etc
- Yes – very much so
- Yes – correctly targeted, on John's marketing strategy definitely
- Yes – Absolutely I believe that there is insufficient learning within schools – need to encourage schools outside the shire to visit
- Yes – at all costs
- Yes – Sydney growth centre is SW. Wollondilly perfectly primes / still has agricultural land (in high producing soil types) still not developed for suburbia – so placed well to take advantage. Makes economic sense
- Maybe – it needs to work with credible learning centre eg. Universities / colleges. They also need strong relationship to the local area.
- Yes – absolutely – we need to keep consumers connected with their food supply
- Yes – huge task. Although farmers are always time poor they need to be encouraged to participate in this sort of program
- Yes – If Wollondilly is going to preserve & enhance agriculture & be known i.e branded for agriculture we need to do it all; education, tourism, consumers, farm gate trail, accommodation ect. All things agricultural i.e back to the farm festival
- Yes – if the local food production is to survive local & state government must support & educate the young
- Already occurring at the university level. USyd organising events for the Macarthur region – centre of excellence established at Wollondilly
- Yes – Wollondilly Farm Days, Healthy food shire, royal agricultural society
- Yes – very important for kids to know where veggies, milk, beef & chicken all come from. Start from a young age not when they are 15 and think everything comes from coles
- Yes – use EDAG links to UWS to explore ?