



## KYOGLÉ COUNCIL

# M E D I A R E L E A S E

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**Date: Wednesday 8 March 2017**

The continuing importance of agriculture and the need to re-calibrate business thinking to consider the effects and opportunities of a burgeoning South East Queensland region were two of the key outcomes of Kyogle Council's Business Leaders Forum on Monday (6 March).

More than 50 people attended the day-long forum which aimed to get the area's leading business people and government stakeholders talking about factors influencing business opportunities in the area and identifying priority actions to push economic growth locally.

Speakers included economists Mark Courtney and Ross Elliot from Macroplan Demasi, trade expert Gabrielle Oriel from NSW Industry, and community engagement planning expert Professor Jim Cavaye from Southern Queensland University.

Kyogle Council Mayor Cr Danielle Mulholland gave the keynote address outlining Council's efforts to increase economic activity through community collaboration.

"We've called it Pathways to Prosperity and it is as much about the process of planning as it is about having an actual plan," Cr Mulholland told the forum.

"The Council has already undertaken a number of measures to set the groundwork for enhanced business activity within our local area."

The Council has embarked on an ambitious works program that focuses on roads, bridges and other infrastructure to support economic growth in our rural and village areas and has been a vocal advocate for improvement to strategic road freight links to the Brisbane West Wellcamp Airport and the Bromelton State Development Area in Beaudesert.

Council's Director of Planning and Environment Manfred Boldy said another key outcome of the forum was the need for the area to have a more effective social media presence and a widely recognised brand.

He said the forum also recognised the importance and strength of the area's cooperatives culture in business at a time when collaboration among businesses and communities generally was in strong demand.

Opportunities for expansion of events tourism and retailing focusing on lifestyle and culture to take advantage of growing South East Queensland and Far North Coast tourist markets also rated highly in the discussions.

"The level of constructive discussion and commitment to the area by forum participants was exceptional," Mr Boldy said.

"It is rare to get that much high-calibre local business knowledge in a room at once and generate as many informed ideas as was the case."

Council thanked NSW Industry and Regional Development Australia – Northern Rivers for its support in organising the forum.

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