



**SUPPORT FOR THE ESTABLISHMENT OF  
VITICULTURE, A LOCAL WINE MAKING INDUSTRY  
AND RELATED BUSINESS ACTIVITIES POLICY**

**Document No:  
A4193506**

**1.1 Objectives:**

This policy indicates Council's support for the establishment of viticulture, a local wine making industry and related business activities.

**1.2 Regulatory Authority:**

Authority for Council to perform this function is determined by s.9 of the *Local Government Act* (2009) giving power to do anything that is necessary or convenient for the good rule and local government of its local government area.

**1.3 Policy Statement:**

This policy provides guidance and indicates Council's support for the establishment of viticulture, a local wine making industry and related business activities.

**1.4 Scope:**

**1. Statement of Support**

The Ipswich City Council supports the establishment of viticulture and a local wine making industry together with related business opportunities such as temporary accommodation (bed and breakfast establishments, farm stay accommodation), retail outlets, tourist facilities and other agri-business activities which have a connection with wine making or which are compatible with the wine industry.

**2. Economic Opportunities**

The opportunities offered by the development and expansion of a local wine making industry and associated business activities include the following—

- revitalisation of the rural economy, including support for rural landowners undertaking the restructuring of traditional farming activities;
- major opportunities for the revitalisation of rural towns through the provision of additional employment opportunities on farms and through the development of related business activities (such as bed and breakfast establishments and other forms of accommodation, cafes, restaurants and retail outlets) within townships; and
- enhancing the overall tourism potential of the City and its environs.

**3. Wine Industry Development Potential**

The Ipswich Region possesses the following attributes which assist in the establishment of a local wine making industry—

- favourable climate and soil conditions for viticulture;
- local knowledge and a proven record in the production of high quality wines;
- a strong support base through traditional rural industries;
- proximity to an extensive, major transportation network;
- proximity to a large residential and tourism market in South East Queensland; and
- a complimentary tourism 'setting' based on scenic rural landscapes and a wealth of heritage places.

#### **4. Development Incentives**

In order to support the establishment and/or expansion of a local wine making industry Council will—

- offer a 50% reduction in development and signage application fees; and
- adopt a flexible approach to the imposition of development conditions, including the ability to undertake conditions in stages in order to assist with cash flows and initial business establishment costs.

In order to be eligible for these incentives, the development must involve either the growing and use of grapes on site or alternatively the use of other locally grown grapes to an extent at least equivalent to 20% of the volume of grapes used in the production process.

#### **1.5 Policy Author:**

The Strategic Planning Manager is responsible for the review and revision of this policy.

**Date of Council Resolution:** 30 May 2017

**Committee Reference and Date:** City Management, Finance and Community Engagement Board No. 2017(05) of 23 May 2017 – City Management, Finance and Community Engagement Committee No. 2017(05) of 23 May 2017

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**Date to be reviewed:** 30 May 2019