

CENTRAL QUEENSLAND NEWS

FRIDAY 28 APRIL 2017

Agribusiness set for growth

CHAA initiative announced

AN EXCITING new initiative between the Central Highlands Development Corporation and the Central Highlands Regional Council was announced this week.

The initiative, called Central Highlands Accelerate Agribusiness, will aim to grow, promote and realise the value and opportunities for all stakeholders in the region.

Those of focus will be businesses producing agricultural and food products, processing businesses and others providing other value-adding services in the Central Highlands.

The CHAA initiative aims to make sure the best kept secrets of the "can do" region, and what lies beyond it, are "finally a secret no more."

Central Highlands Mayor Kerry Hayes said CHAA was "significant - strategically, practically and symbolically".

"This investment recognises that agribusiness positions the Central Highlands as the growth frontier of Australia," he said.

To ensure the Central Highlands region is positioned to exploit its long-term potential as well as grow its comparative advantage, CHAA will focus on a few key areas.



OPEN FOR BUSINESS: DAF regional director (central) Paul Walmsley, CHDC general manager Sandra Hobbs and Central Highlands Mayor and Central Highlands Development Corporation chairman Kerry Hayes.
PHOTO: CONTRIBUTED

"The areas of focus will include recognising the collective quality of our regional products, services and our regional brands as our greatest assets," Cr Hayes said.

"Central Highlands can be a leader in adopting and

promoting regional traceability, and the delivery of consistent premium quality products.

"We will also encourage an 'open for business' attitude and promote our competitive advantages for business and agriculture

production: its people, its unique climate, secure and reliable water resources and high quality soils."

Other areas of focus for the initiative include facilitating the development of increasingly modern and efficient regional

communications and transport services and infrastructure.

As well as pursuing connected, competitive supply chains by helping business and the community to facilitate and plan investment into processing

and value-add to the wide array of produce.

"CHAA will seek and celebrate the invention and innovation of agribusiness across the region," Cr Hayes said.

For more information, visit www.chdc.com.au