

9 January 2025



QUEENSLAND  
FARMERS'  
FEDERATION

David Hourigan  
Interim CEO  
Games Independent Infrastructure and Coordination Authority  
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Via Submission Portal: [100 Day Review Submission Portal](#)  
Via Email: [100DayReview@gvlda.au](mailto:100DayReview@gvlda.au)

Dear Mr Hourigan

### **Re: 100-day Review of Brisbane 2032 Olympic and Paralympic Games Infrastructure**

The Queensland Farmers' Federation (QFF) is the united voice of agriculture in Queensland. Our members are agricultural peak bodies who collectively represent more than 13,000 farmers who produce food, fibre and foliage across the state.

QFF's peak body members come together to develop policy and lead projects on the key issues that are important to their farmer members and the Queensland agriculture sector. Together, we form a strong, unified voice leveraging our effectiveness by working together to drive policy and initiatives that support a strong future for Queensland agriculture.

QFF welcomes the opportunity to provide this submission to the Games Independent Infrastructure and Coordination Authority, addressing the following Terms of Reference for the 100-day Review of Brisbane 2032 Olympic and Paralympic Games Infrastructure.

The Olympic and Paralympic Games in Brisbane in 2032 are a great opportunity for Queensland but there are also significant risks, and we are going to have to work closely together to maximise the opportunities and manage the risks effectively if we are to achieve mutual success and leave a legacy that is positive.

#### **Maximise use of existing venues:**

Assess which existing regional venues can be utilised in the lead up to and during the Games. There are facilities in convenient regional cities that could be utilised in their current condition, or with appropriate upgrades. Should a new venue be required to be built in Brisbane, ensure that it will match the size of Sydney and Melbourne facilities, so that Brisbane can compete nationally as a leading event host in the longer term.

#### **Integrated Planning**

Every effort should be made to ensure that any new infrastructure has long term beneficial impacts in regard to transport and connectivity for both the regions and South East Queensland. Well thought, thorough planning is required to minimise the disruption for the agriculture sector to maintain business as usual in the development of games infrastructure in the lead up to the event, and also in relation to people and freight movement during the Games. A significant volume of

#### MEMBERS

Canegrowers  
Cotton Australia  
Qld Fruit & Vegetable Growers  
Nursery and Garden Industry Qld

eastAUSmilk  
Turf Queensland  
Australian Cane Farmers Association  
Queensland United Egg Producers

Pork Queensland Inc  
Irrigator Groups Across Qld

agricultural produce is moved into and across South East Queensland on a daily basis and any significant disruptions to this movement flow will have adverse effects on many businesses.

The use of offsets used in achieving a net zero Games event must be carefully considered, understood and implemented in a way that will not simply leave large areas of landscapes, South East Queensland in particular, locked up and unproductive for decades after the Games. It is unrealistic to think that a net zero games can be achieved without the utilisation of offsets. Whilst demand for offsets will result in some new opportunities, if not managed and implemented in a way that supports productive landscapes longer term, unintended consequences that negatively impact food production, and the viability of regional communities may result in leaving a very poor legacy for Queensland. Appropriate planning frameworks along with a more flexible and innovative approach to developing offset products that support productive landscapes and a viable future for communities, as well as achieving the offset requirement in a meaningful way must be in place to mitigate this significant risk.

In 2019 CSIRO noted the growing importance of Agritourism and its significant projected contribution to the regional and rural economy over the next decade. By 2030 it is expected that the Agritourism sector will be worth \$5.5 billion and indirectly will generate another \$18.6 billion across transport, accommodation and retail sectors for the Queensland economy. The 2032 Olympics is the first time in the history of the Games that they will be held within a 2 hour drive of some of the best food producing areas in the world. This is a significant opportunity for Queensland farmers from an Agritourism perspective, but also in relation to the capacity for Queensland and Australian agriculture to tell their world leading story. In Queensland, most Agritourism enterprises are currently choosing not to grow largely due to the regulatory barriers and challenges before them as a result of current state and local government planning requirements. In order to realise the Agritourism opportunity, regulatory reform is required. QFF is currently finalising a detailed report which outlines a scope of reform recommendations including local government planning scheme use definitions for Agritourism. QFF will present the report to government once finalised. Without reform, the Agritourism opportunity will not be realised.

Continued increased demand for land across Queensland is resulting in significant changes in land use. Currently there is no easy way of accurately understanding the land use changes that are taking place, which makes it next to impossible to put in place appropriate policy frameworks to guide optimum land use in Queensland. As terms of trade continue to bite for many farmers in the agricultural sector (horticulture and dairy in particular) we are seeing more and more farmers choose to exit farming and do something more profitable with their land (e.g. Host renewable infrastructure, carbon farming, sell to property developer etc). This will have an impact on food and fibre production, potentially on future food security. The Olympics and our desire to have Queensland agricultural products involved is just another reason why we need land use planning to be right. The Department of Regional and Spatial Planning is currently working to develop a baseline across Queensland on a regional scale (the Regional Land Use Prioritisation Project (ReLUPP)) so that we can begin to understand current and then changing land use. This work needs to be prioritised and accelerated across Queensland.

## Benefits for rural and regional Queensland

Agriculture underpins tens of thousands of jobs, contributes over \$33 billion to Queensland's economy and is the backbone and social fabric of many regional and rural communities across the State. As we work to realise benefits for rural and regional Queensland, it is critical that opportunities for food, fibre and foliage producers are front and centre.

### 1) Procurement

- a. The Olympics will see visitors from around the globe descend on Queensland, all keen to experience local food, fibre and foliage. To not deliver in this regard will result in a missed opportunity for local producers and disappointment from visitors – as was evidenced in the narrative from the Paris Olympics as to how bad the food was etc.
- b. Queensland producers need firstly to be able to understand the size and the value of the opportunity so that they can then make an informed decision as to whether or not they are interested in participating from the perspective of their own business. The timeline for this decision will differ depending on what the product is. For instance, if you are a nursery and gardens business considering providing trees for the Olympics, you need to make that decision immediately to allow for the required production lead time whereas if you are the producer of an annual crop, you may have a shorter lead time in relation to when you need to make your decision. Being able to provide the various producers with key information to help them make their decision at the right time is critical and a fundamental step in encouraging participation.
- c. Sustainability / sustainability supply chains / net zero requirements etc: the agricultural sector is already quite advanced when it comes to demonstrating and reporting on their sustainable supply chain, particularly those producers who export. There are existing platforms (e.g. Smartcane BMP, My Cotton BMP, hort360 etc) that are already globally recognised. It is important the procurement for the Games recognises existing platforms and does not recreate the wheel or add another layer of requirements for farmers.
- d. There certainly is interest from Queensland farmers in opportunities to participate from a procurement perspective (e.g. Queensland / Australian cotton in the volunteer and training uniforms, fresh produce in catering during the lead up to the Games and the Games themselves, opportunity to promote specific products from an elite athlete nutrition perspective, nursery and garden products in the Games venues, staging work etc) but all growers need to first be able to understand the size and the value of the opportunity before they make a decision.
- e. Procurement support for those producers who then choose to participate. QFF supports the appointment of a Q2032 Procurement Advisor to work one on one with those farmers who choose to supply to support them through the procurement process.

The most significant opportunity for the Agricultural sector is the opportunity to tell our story to the world through the Olympic platform. Queensland and Australian farmers have an extraordinary story to tell, leading the world when it comes to innovation, animal health and welfare, on farm best practice, water efficiency, environmental standards and a whole range of ESG components. Whilst there have been many reports (including a recent ABARES report) and there are many examples showcasing the incredible work our farmers do, we are still struggling to effectively tell our story. Using the Olympics as a catalyst to develop and rollout a deep, 10-year campaign that tells the story of agriculture, helps consumers understand where and how

their food, fibre and foliage is produced so that we first build awareness in Queensland and then globally, would be by far the most significant legacy item we could provide the sector. We are entering into an era where valuing food production and the importance of maintaining our agricultural sector is going to become more and more important for all Queenslanders. Now is the perfect time to plan and roll out a significant campaign. QFF would appreciate the opportunity to discuss this concept and initiative further as an important legacy initiative for consideration.

QFF and our peak body members look forward to the opportunity to have further engagement and to work closely with the Queensland government and other stakeholders to ensure the Olympic opportunity is meaningful for the agriculture sector.

Yours sincerely

Jo Sheppard  
Chief Executive Officer