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I L L A W A R R A

Kiama Agricultural Industry Development

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good streets, great community

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National Level

- ▶ Develop a national food plan

State Level

- ▶ Canvas the value of forming a food policy council and develop an integrated food policy

Municipal Level

- ▶ Develop a food policy
- ▶ Strong community support for an active agricultural industry
- ▶ University of Wollongong Survey
- ▶ Markets and Food Trail



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Some Kiama Issues

- ▶ Under-utilised high quality rural land
- ▶ Small land holdings
- ▶ Absentee landowners
- ▶ Diversification barriers
- ▶ Distribution
- ▶ Impact on tourism



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University of Wollongong

Findings (n=281)

- ▶ 21.8% (61) prepared to link under-utilised land with other properties
- ▶ 38.8% (109) prepared to participate in a food / wine / cultural trail
- ▶ 32.6% (92) prepared to sell produce at the farm gate and/or to a local retailer or stallholder
- ▶ 60% of those prepared to participate currently generate no income from their property
- ▶ A further 32% indicate that current production is only a minor source of income



Stage 1 – University of Wollongong

Professor Nicholas Gill



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ILLAWARRA

- ▶ Investigating landholders' views, needs and triggers with respect to participating in local food production, distribution and consumption activities
- ▶ Documenting and analysing the extent to which existing groups and networks that support local food production, distribution and consumption can provide a basis for future support of an expanded agribusiness sector in Kiama LGA



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Timing and Key Activities

Commencing in February 2011 and delivering a report to the November 2011 RDA Summit, the key activities being:

- Further analysis of the UoW 2009/10 survey and desk review of other relevant reports
- Interviews with relevant landholders, groups and regulators
- Focus groups to delineate the key needs and issues
- Report with recommendations on future action



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A sustainable, diversified agricultural industry will:

- ▶ Realise production potential
- ▶ Add to the local economy
- ▶ Provide skilled and semi-skilled jobs
- ▶ Provide fresh produce
- ▶ Enhance the local environment



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