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FOOD AND AGRICULTURE: FACT SHEET/BRISBANE.

AUSTRALIA

Australia is the wealthiest nation in the world per adult¹ and consistently ranks as one of the top countries in the world for quality of life, providing Australia the perfect conditions for secure investment.

The World Bank ranked Australia 18th out of 190 economies for ease of doing business.²

- AUD\$1.83 TRILLION**
AUSTRALIA'S GDP FOR YEAR ENDING JUNE 2018³
- 5.1%**
UNEMPLOYMENT RATE⁴
- AUD\$393.9 BILLION**
TOTAL EXPORTS FOR YEAR ENDING JUNE 2018⁵
- 2.7%**
FORECAST GROWTH OF REAL GDP PER YEAR UNTIL 2025⁶
- 95%**
OF AUSTRALIAN EXPORTS TO CHINA ARE TARIFF FREE⁷

FREE TRADE AGREEMENTS

Australia has free trade agreements with sixteen countries through ten regional and bilateral agreements to secure access to overseas markets.⁸

QUEENSLAND

Queensland is the northern most state of the eastern seaboard of Australia's mainland - 18 per cent of Australia's GDP or AUD\$267 billion⁹ originates from Queensland and the state consistently ranks highly as an attractive location for new investors.

The three biggest export markets for Queensland are China (\$26.2 billion), Japan (\$12.4 billion) and India (\$10 billion).¹⁰

- 4.8 MILLION**
POPULATION OF QUEENSLAND IS 20% OF AUSTRALIA¹¹
- AUD\$74.1 BILLION**
\$7.6 BILLION OR 10.1% YOY INCREASE IN THE TOTAL VALUE OF QUEENSLAND EXPORTS TO JUNE 2018¹²
- 3.2% P.A. TO 2021**
QUEENSLAND HAS THE FASTEST GROWING GROSS STATE PRODUCT (GSP) FORECAST IN THE NATION¹³

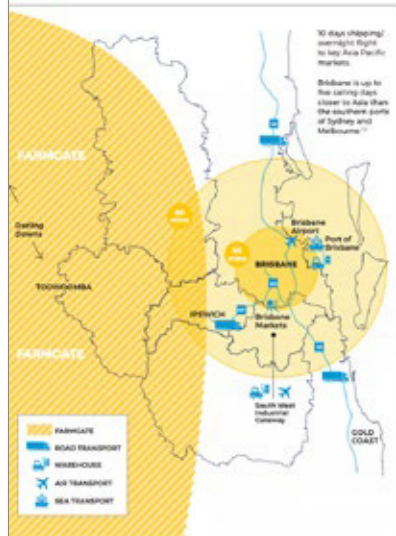


BRISBANE

Queensland's capital city Brisbane is Australia's New World City, which is at the centre of Australia's fastest growing region (South-East Queensland), and an increasingly popular destination for those looking for the perfect balance of lifestyle, business and opportunity.

Brisbane's food and agricultural industry is expanding and the city is reaping the rewards from continued investment, a high quality labour pool and continued integration of innovative and creative products and processes.

- 48%**
OF QUEENSLAND'S POPULATION LIVES IN GREATER BRISBANE¹⁵
- AUD\$162 BILLION (APPROX. 50%)**
THE GREATER BRISBANE REGION'S CONTRIBUTION TO QUEENSLAND'S GROSS STATE PRODUCT¹⁶



600,000 TONS OF FRESH PRODUCE

WORTH MORE THAN AUD\$1.3 BILLION MOVE THROUGH BRISBANE MARKETS ANNUALLY¹⁷

VALUE OF FOOD EXPORTS TO CHINA

AUS. AUD\$7.74 BILLION IN 2017
QLD. AUD\$0.8 BILLION IN 2017¹⁸

READY-TO-EAT MEALS

US\$1.9 BILLION MARKET IN ASIA PACIFIC BY 2021¹⁹

E-COMMERCE SALES IN SOUTHEAST ASIA SET TO GROW AT 32% COMPOUND ANNUAL GROWTH RATE FROM US\$5.8BILLION IN 2015 TO US\$8.8BILLION IN 2025²⁰

The Food Pool, Plant and associated food technology, sensory and consumer science facilities are available to conduct scientific research and trial new products or processes.

QUEENSLAND COMPANIES PAY THE LOWEST RATE OF PAYROLL TAX IN AUSTRALIA.²¹

ECONOMIC MOMENTUM

ORIGIN OF EXPORTS

Queensland has just overtaken Victoria as Australia's leader in origin of exports, as leakage of produce has been decreasing due to the growth of Brisbane's manufacturing and value add facilities.²²

WANT EXPORT OPPORTUNITIES

Counter-seasonal advantage and the high-quality reputation of Australian fresh produce in the Northern Hemisphere markets lends to Brisbane being a great location for your next food investment.

- AUSTRALIA: 6TH LARGEST SUPPLIER OF FOOD TO CHINA²³**
- 17% GROWTH IN ASIA PACIFIC POPULATION TO 4.7 BILLION²⁴**

FUTURE FOOD INITIATIVE

A key initiative to develop more food and agriculture investment in the city is the Brisbane Future Food Initiative.

This initiative includes a dedicated accelerator focusing on helping companies with their global readiness and investor readiness. The initiative plans to accelerate companies that are bringing meaningful innovations and high growth potential to the food sector within the Greater Brisbane region by providing them an opportunity to build, scale and grow their global readiness capability.

In the 2016-18 financial year, the program will support the connection of life sciences and food sectors to develop capabilities within the food and future health categories.

TESTIMONIALS

Brisbane is set to become a leader in meat processing and proven today with the construction of Hilton Food Group's AUD\$500 million Meat Processing and Distribution Facility at Heathwood Logistics Estate in Brisbane.

500 JOBS
\$280M+ INVESTMENT
HEATHWOOD, BRISBANE

EXCELLENT LOCATION AND PROXIMITY TO MARKET.

ROBERT WATSON OBE
Chief Executive Officer
Hilton Food Group

Asahi The Brisbane 2032 New World City Action Plan identified food and agribusiness as a key growth sector for the city. Echoing this opportunity is the opening of Asahi's new state-of-the-art distribution centre in Brisbane. The Heathwood facility represents a significant investment by Asahi in South-East Queensland and is the hub for distribution of the company's extensive range of alcohol and non-alcohol products.

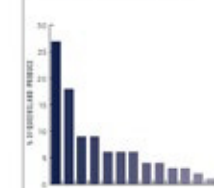
55 JOBS
\$72M INVESTMENT
HEATHWOOD, BRISBANE

ONE OF THE MOST SIGNIFICANT INVESTMENTS WE HAVE MADE IN WAREHOUSING AND DISTRIBUTION IN AUSTRALIA.

PETER MARCIN
Executive Chairman
Asahi Beverages

QUEENSLAND'S PRODUCE

QUEENSLAND AGRICULTURE AND FOOD PRODUCTION, 2017-18²⁵



- 27% Cattle and calves
- 18% Food processing (first stage)
- 9% Fruit and nuts
- 9% Cereal and grains
- 6% Vegetables
- 6% Lifestyle horticulture
- 6% Sugar cane
- 4% Cotton
- 4% Other livestock disposals
- 3% Milk, eggs and wool
- 3% Fibre processing (first stage)
- 2% Fisheries
- 7% Forestry and logging

83% OF QUEENSLAND IS USED FOR AGRICULTURAL PRODUCTION²⁶

AUD\$18.54 BILLION
QUEENSLAND FOOD AND AGRICULTURE GROSS VALUE OF PRODUCTION (QVPR) 2016-2019 FORECAST²⁷

AUD\$4.6 BILLION
QUEENSLAND HORTICULTURE GROSS VALUE OF PRODUCTION (QVHP) 2016-2019 FORECAST²⁸

Fruit and nut growing are forecast to account for 40 per cent of this value, with vegetables and lifestyle horticulture each 27 per cent, and fruit and vegetable processing 6 per cent.²⁹

Queensland is the largest producer of tropical fruit, bananas, strawberries, avocados, mangoes, mandarins, lemons and limes, with 16.7 per cent of Australia's fresh snack food production located in Queensland.³⁰

CLOSE TO 50% OF AUSTRALIA'S TOTAL BEEF HERD IS IN QUEENSLAND³¹

WITH AN EXPORT VALUE OF A\$1.5 BILLION, Brisbane is undeniably the beef capital of Australia, with a large proportion of this meat being processed and exported through Brisbane's processing and export facilities.

25% OF AUSTRALIA'S SEAFOOD OPERATORS ARE BASED IN QUEENSLAND³²

QUEENSLAND REPRESENTS OVER 50% OF AUSTRALIA'S EASTERN COASTLINE

15% OF QUEENSLAND'S TOTAL OVERSEAS EXPORTS ARE FOOD AND AGRICULTURE RELATED³³

A\$9.8 BILLION
THE VALUE OF QUEENSLAND'S FOOD AND AGRICULTURE EXPORTS IN 2016-17³⁴

FOOD AND BEVERAGE EXPORTS

A\$7.4 BILLION (28%)

QUEENSLAND IS EQUAL LARGEST EXPORTER IN THE AUSTRALIAN FOOD AND BEVERAGE SECTOR³⁵



CONTACT

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¹ 2018 Global Wealth Report (Credit Suisse) ² The World Economic Forum ³ ABS ⁴ The World Economic Forum ⁵ ABS ⁶ The World Economic Forum ⁷ ABS ⁸ The World Economic Forum ⁹ ABS ¹⁰ ABS ¹¹ ABS ¹² ABS ¹³ ABS ¹⁴ ABS ¹⁵ ABS ¹⁶ ABS ¹⁷ ABS ¹⁸ ABS ¹⁹ ABS ²⁰ ABS ²¹ ABS ²² ABS ²³ ABS ²⁴ ABS ²⁵ ABS ²⁶ ABS ²⁷ ABS ²⁸ ABS ²⁹ ABS ³⁰ ABS ³¹ ABS ³² ABS ³³ ABS ³⁴ ABS ³⁵ ABS



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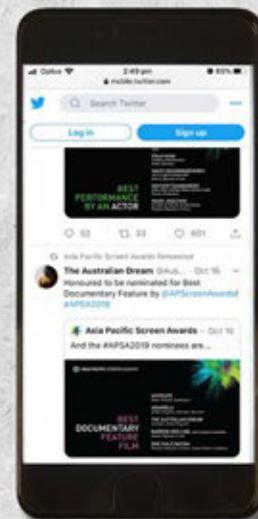
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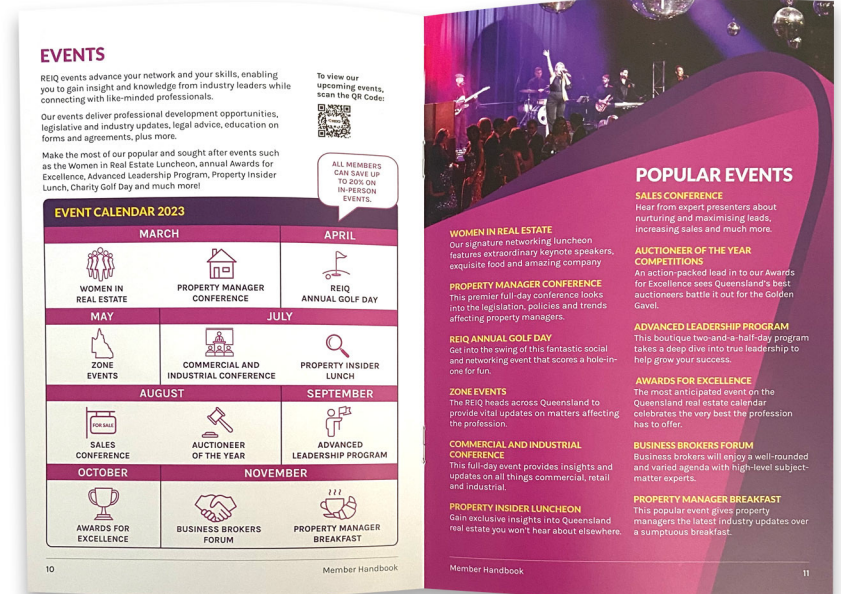


* Only applicable to industry entry courses



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BRANDING Training Pamphlet



FLANK



See what happens to the other 14 by visiting www.topstapaz.co.za and stand a chance to win 4 tickets to see the Springboks take on the British and Irish Lions at ABSA Stadium, Durban on 20 June 2009

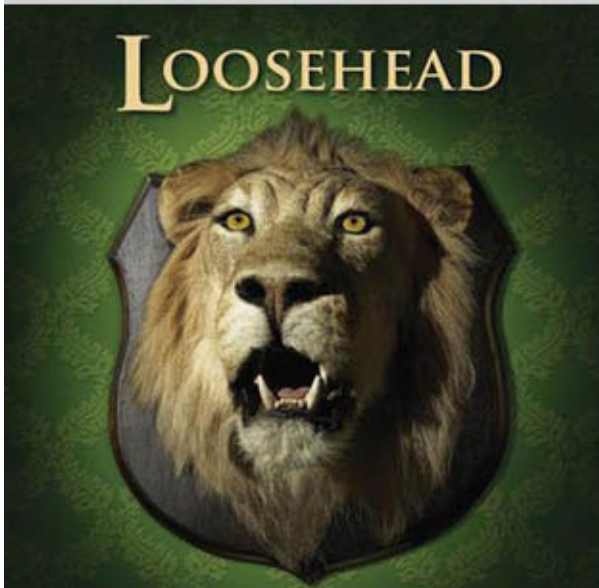
Prize does not include flights or transport to and from the game. Winner will be announced on Monday 1 June 2009.



Shake things up


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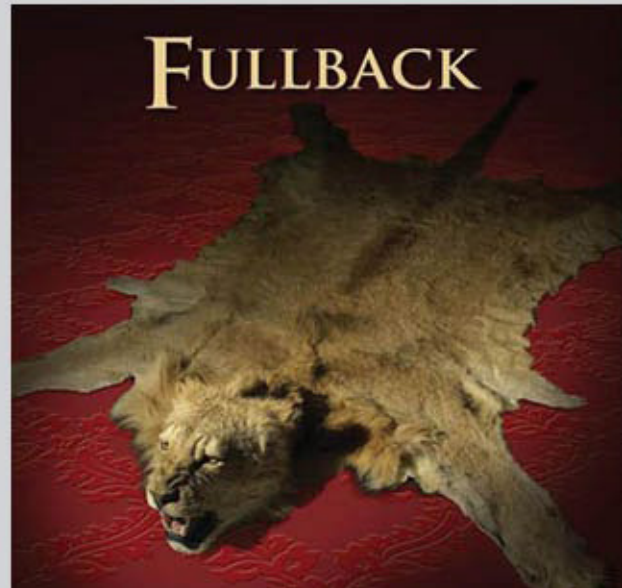
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Get involved VISITOR ECONOMY 2031.

THE VISITOR ECONOMY VISION FOR BRISBANE

Brisbane's economy is transforming with over \$12 billion of new projects planned and underway which will contribute to the growth and the quality of life of residents. As the city's economic development board and the Regional Tourism Marketing is collaborating with EarthCheck and AARP to articulate a clear vision for Brisbane in 2031, from extending east to blue waters of Moreton Bay, south to the Logan and Albert Rivers, north to Pumicestone to the foothills of the Great Shilling Range and the Gondwana Rainforest World Heritage Area. It brings together a range of connected communities across eight local government areas.

THE VISITOR ECONOMY 2031?

Our economic strategies look to 2030 and beyond. It is timely for Brisbane to align its objectives with the current plans of the region's local governments and expand our outlook beyond the leisure market to the city. The 2031 Visitor Economy Vision aims to do this. It includes all purposes of visitation such as visiting friends and family, international students, business events, major events and leisure. In addition to visitor dispersal around the city.

THE ECONOMY, ENVIRONMENT AND QUALITY OF LIFE

Brisbane contributes greatly to Brisbane's overall economy and its reputation as a place to live and work. It is estimated that the visitor economy contributes more than 80,000 jobs.

World City, Brisbane is a vibrant urban hub with diverse natural wonders on its doorstep and an enviable lifestyle. The 2031 Vision aims to support Brisbane's lifestyle and the environmental assets and values that set us apart.

Modelling indicates that the visitor economy has significant untapped potential. There is opportunity to increase visitor numbers and by a further \$4.5 billion and double the city's economic value by 2031. Realising this growth potential is a key objective of the 2031 Vision.

KEY MILESTONES IN THE PROCESS INCLUDE:

ENGAGE (MAR-APR)

Release of the discussion paper (Mar)
Engage (Mar-Apr)
Engage (Apr)
Engage (Apr)

DEVELOP (MAY-JUN)

Release of a Priority Projects Summary (May)
Engage Reference Groups (May)
Regional and Stakeholder meetings (June)
Local Mayor's Tourism Summit (June)

STRATEGY DELIVERY (JUL-DEC)

Industry & Government Reference Groups (Jul)
Draft Strategy for consultation (Jul)
Final Strategy (Aug)

WHAT IS THE PROCESS?

The development of the Visitor Economy 2031 will be informed by significant research and strategies that underpin visions for the communities and economies of the region. Our approach in preparing the 2031 Vision is as follows:

- INSPIRE** partners to be part of the collective effort needed to achieve our aspirations. Active participation in shaping the 2031 Vision from sectors such as education and research, arts and culture, sports and events, accommodation, precinct development and management, conferences and events, retail and entertainment, as well as community, state and local government bodies is essential.
- INFORM** partners through clearly articulating where our visitor economy currently sits in comparison to global city benchmarks and where we could be in 2031.
- ENGAGE** with our partners internationally, nationally and across the region through engagement activities including information of key milestones, face to face engagement through workshops and regional meetings and establishment of key industry and government reference groups to guide the strategy.
- UNDERSTAND** how and where the visitor economy contributes to overall quality of life, disperses benefits around the region, how it can contribute to environmental appreciation and conservation, and what we recognise as our uniquely Brisbane destination attributes.
- CONNECT** to existing priorities through a clear line of sight to existing state, regional and city strategies and policies.
- IDENTIFY** and gain consensus on the strategies that will drive change and provide tangible evidence of the enablers of growth and the barriers which may hinder the achievement of our ambitions.

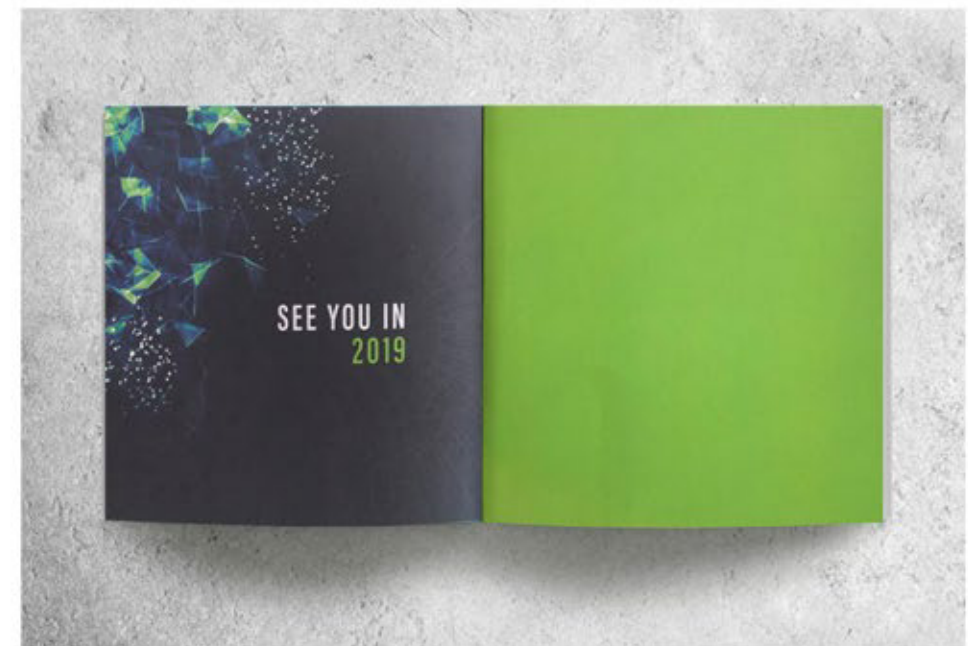
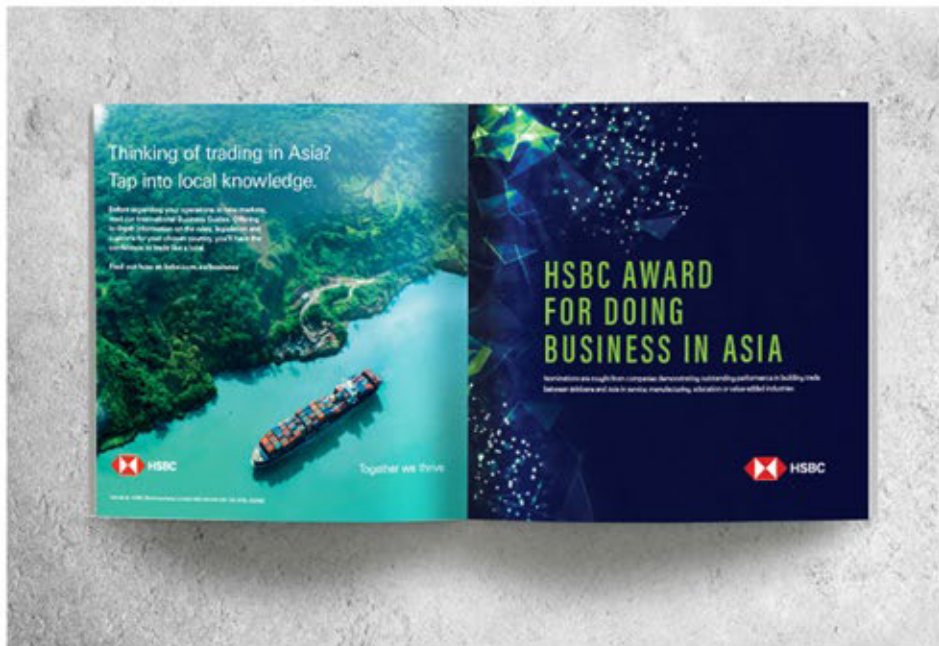
GET INVOLVED

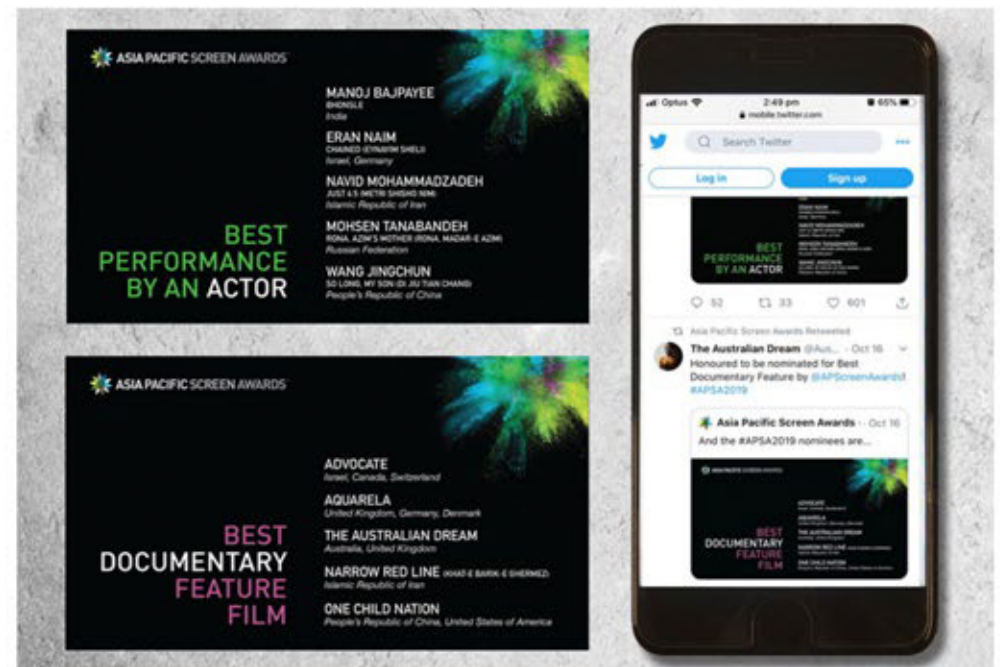
Join the 2031 Visitor Economy Vision team. Visit brismarketing.com.au/visitor-2031 and have your say on the project team.

Visit earthcheck.org

Visit brismarketing.com.au



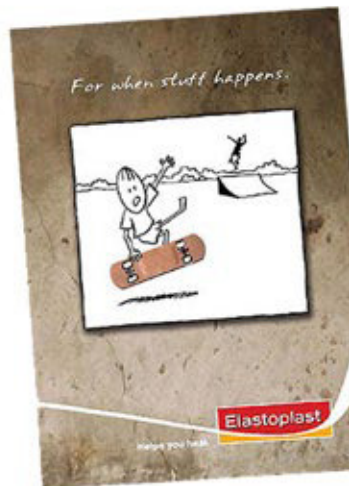
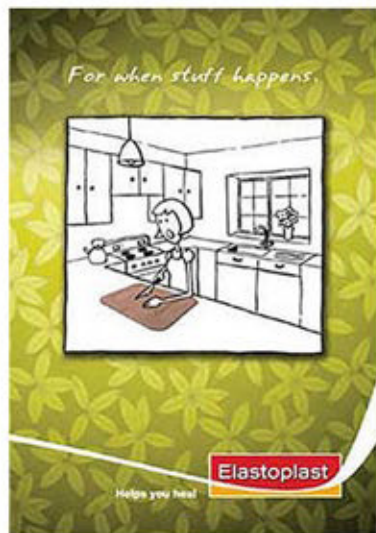






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