Final report

Feasibility for Development of a Red Meat and Food Innovation Centre

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Abstract

This project proposes to evaluate the feasibility for development of a centralised food innovation centre accessible to the red meat industry, suppliers, technology providers and packaging companies. The proposition potentially exists for a single centralised demonstration site to showcase many of MLA's services and products to facilitate adoption to the wider industry and being located in SE QLD alongside red meat processing facilities to develop and evaluate new high value red meat concepts.

They key findings from this project were associated with the process of proposals, plans by the town planners, budgeting, and approvals to deliver a centre that aligns with industry and company needs.

The crucial benefits for a project of this calibre is to offer a uniquely located demonstration site for local and international service and product providers to have available to showcase their intentions to better the industry.

This final report defines the scope as ACC Masterplan Preparation & Presentation to ACC Executive Team as referenced by town planner including:

1. Phase 1 outcomes and document land development for an innovation centre
2. GIS consultant (subcontracted to town planner) to prepare master plan
3. Presentation to ACC executive team

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1. Background

Australian Country Choice (ACC) is committed to its vision to conduct company-wide operations in accordance with defined best industry practice. These practices are underpinned by certified international standards for environmental management (ISO 14001). ACC has deployed a number of business tools including environmental management systems, cleaner production methods and environmental footprint evaluation mechanisms.

ACC acquired its current site at Murarrie, Queensland in 2000 and has continued to develop the scope and scale of processing, value-adding and retail ready operations at this site since. In order to further build on the significant investment in the site to date, ACC proposes to undertake a master planning exercise over the Australian Country Choice site located at Murarrie, QLD addressing future highest and best use of the site.

Through the master planning exercise identified by this project, ACC will determine the feasibility of the potential development of an innovation centre on site at the ACC Cannon Hill. This feasibility will specifically focus on the development of a centralised food innovation centre for red meat companies to access for economically evaluating new technologies, processes and products. The proposition also potentially exists for a single centralised demonstration site to show case many of MLA's services and products to facilitate adoption to the wider industry and being located in SE QLD alongside red meat processing facilities to develop and evaluate new high value red meat concepts.

Adoption of outcomes of existing MLA's R&D projects can be facilitated through demonstrations of equipment and processes co-located at the food innovation centre. There are also opportunities for food companies and providers to display commercial and prototype food equipment at a centralised meat processing location to enable the rapid development and assessment of food solutions including red meat to meet new client needs. The benefits to industry of this process and sharing outcomes will be the establishment of a framework to best identify optimal land use for other food industry businesses.

The project aims to undertake a feasibility study for the development of innovation centre on site of the Australian Country Choice site located at Murarrie, QLD for red meat and food companies to evaluate new technologies, processes, packaging and products.

The expected outcome is an assessment of the feasibility to co-locate a red meat processing and food innovation centre on site, with state-of-art innovative processing & packaging technologies, at a current raw meats production operation (in SE Qld).

1.1 Purpose

This project proposes to evaluate the feasibility for development of a centralised food innovation centre accessible to the red meat industry, suppliers, technology providers and packaging companies. The proposition potentially exists for a single centralised demonstration site to show case many of MLA's services and products to facilitate adoption to the wider industry and being located in SE QLD alongside red meat processing facilities to develop and evaluate new high value red meat concepts.

2. Objectives

The overall objective of this project is to undertake a feasibility study for the development of innovation centre on site of the Australian Country Choice site located at Murarrie, QLD for red meat and food companies to access (under a toll contract arrangement) to evaluate new technologies, processes, packaging and products.

2.1 Expected outcomes & benefits

The expected benefits to ACC of conducting a feasibility for the development of a red meat and food innovation centre collocated at primary and secondary beef processing site (at ACC, Cannon Hill) include:

- Feasibility and business case for a Food Innovation Centre for the development of a centralised food innovation precinct for red meat companies and the wider industry to access to evaluate new technologies, processes and products.
- The proposition exists for a single centralised demonstration site to show case many of MLA's services and products to facilitate adoption to the wider industry an being located in SE QLD alongside red meat processing facilities.

This project involves a detailed scoping assessment of the feasibility to co-locate a red meat processing and food innovation centre on site, with state-of-art innovative processing & packaging technologies, at a current raw meats production operation (in SE Qld). The outcome of the project will be to produce an ACC confidential report to be delivered with technical support by the providers. A public final report that will be approved by MLA & ACC for industry release to be published on the MLA website.

3. Methodology

The project will be staged over three milestones, including:

- ACC Site Scoping Study & Pre-project Planning (Milestone 1)
- Masterplan Preparation and Presentation to ACC Executive Team (Milestone 2)
- Final report & presentation of outcomes & recommendations to ACC (Milestone 3)

3.1 Milestone 1: ACC Site Scoping Study & Pre-project planning

- Bring together all available background information from previous applications, approvals, consultant reports
- Review of the State and local statutory planning context and environmental regulations that apply
- Joint site inspection by consultants
- Consultant workshop at ACC with the executive team on the day of the inspection to establish and map site constraints and opportunities

3.2 Milestone 2: Masterplan Preparation & Presentation to ACC Executive Team

- Phase 1 outcomes and document land development for an innovation centre

- GIS consultant (sub-contracted to town planner) to prepare master plan
- Presentation to ACC executive team

3.3 Milestone 3: Final report & presentation of outcomes & recommendations to ACC

The ACC Project Manager will prepare and submit a final confidential report to the PMG for approval as a phase gate to ensure key deliverables are met and key learnings are documented. The final confidential report will include:

- Feasibility for development of a Food Innovation Centre for potentially the wider industry to access for evaluate new technologies, products and solutions for the red meat industry.
- Recommendations and draft plans / designs derived from the feasibility study.
- Presentation slide deck of ACC Executive presentation (confidential).

The outcome of the project will be to produce an ACC confidential report to be delivered with technical support by the providers. A public final report that will be approved by MLA & ACC for industry release to be published on the MLA website.

4. Results

4.1 Discovery

ACC Site Scoping Study & Pre-project planning - Discovery exercises

- Pre-workshop discovery exercises and bring together all available background information from previous applications, approvals, consultant reports
- Review of the State and local statutory planning context and environmental regulations that apply
- Joint site inspection by consultants
- Consultant workshop at ACC with the executive team on the day of the inspection to establish and map site constraints and opportunities

4.2 Design & Development

ACC Site Development Approval Requirements

Advice from town planner identified that the proposed development could be defined as Research and Technology Industry - as a separate use to the High impact industry operations.

That use is accepted development subject to requirements on a site greater than 9,000sqm and more than 150m from a sensitive use. The proposed next steps were to:

1) obtain engineered plans;
2) architect to prepare a site plan; and
3) town planner to prepare a letter addressing the relevant assessment benchmarks.

The purpose of obtaining a site plan would be to:

a) have a plan to refer to in point 3 above to confirm the location of the works; and
b) identify car parking on site and ensure there is sufficient additional car parking for the added floorspace.

In relation to the two plans presented, one is for a single storey design and the other for two storeys. There is no identified town planning reason or impediment to either design proceeding.

Once a design is chosen, we can progress to prepare a letter addressing the relevant assessment benchmarks, to be provided to a building certifier. The letter would confirm that no further town planning approval is required.

Under City Plan 2014 it will be accepted development, subject to requirements. The requirements are those contained in Part A of the attached Industry code. Only private certification for building works would be required.

4.3 Masterplan Preparation and Presentation to ACC Executive Team

4.3.1 Proposed Plan Summary

In reference to a new innovation centre at the ACC processing facility at Murarrie. The innovation centre will be used for the research and development of new products (for example) and from time to time will host visitors and customers. The proposal will be developed over two stages:

• Stage 1 – Temporary / Interim Facility in a demountable structure on an existing steel frame adjacent to the existing packing room.

• Stage 2 – Permanent Facility in a location to be determined based on advice.

4.3.2 Development

Engineered Plans

Stage 1 will comprise a demountable type of structure being installed on the site. Required will be:

- building plans with engineering certification of sufficient detail to enable these to be certified by a private building certifier

Demountable structures are generally prefabricated, and the manufacturer would have the engineering certification undertaken typically with floor plans and elevations provided. These plans may require an engineer to certify the structure if not already completed prior. Consultant has access to a structural engineer to assist in that regard.

The structural engineer would also need to sign on off on the support structures that the demountable will sit. If, as expected, ACC has possession of the engineering plans of the prefabricated structure (or can access them), then the costs will be limited to certifying the structural supports.

4.3.3 Town Planner Proposal Scope

Stage	Description
1. Engineering certification (assuming plans are available)	Structural requirements
2. Site Plan	Prepare a site plan
3. Building Certification	Approval for Building Works
4. Town Planning Advice	Prepare letter advice.
5. Project coordination	Hourly rate to assist in engaging consultants and coordinating the process. Estimate has been provided to assist with budgeting.

5. Recommendation

Following completion of the Feasibility Study and subsequent findings a business proposal will be drafted for pitch to Executive Management to grant approval to proceed with the chosen option.

It is intended that the proposal will include opportunity for external co-funding of the facility from the respective RDC's over a three-year term with a lease model. In addition, a cost recovery plan for on-going annual expenses be developed as a component of the proposal.