

Flower Association of Queensland Inc  
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3<sup>rd</sup> October 2008

Mr Jason Keating  
Manager Special Projects (Seq Dams)  
Department of Primary Industries and Fisheries  
80 Anne Street  
Brisbane Qld 4000

Dear Jason

**RE: EXPRESSION OF INTEREST TO BECOME INVOLVED IN THE TRAVESTON DAM  
FOOD AND FIBRE FUTURES PROJECT**

Further to our discussion on the 18th September 2008 at our meeting with yourself and Brendon Moon from Queensland Water Infrastructure (QWI) at Redlands Research Station.

The Flower Association of Queensland Inc. would like to formally register our interest in collaborating with QWI and the Queensland Government (through the Department of Primary Industries & Fisheries) to pursue the establishment of a floriculture precinct in the Traveston Dam area as part of the Food and Fibre Futures project.

As discussed, we believe that this initiative could gain substantial support from our existing industry members in the Traveston region and initial discussions with industry suggest that there is substantial in-principle support for the concept. We have secured support from Wildflowers Australia Ltd. (the national native flower peak industry association) and collectively we strongly believe that the project could potentially provide a number of benefits to the area and the wider industry.

These include:

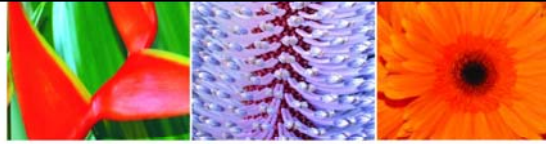
1. Building a critical mass of growers in the region who could then utilise 'cooperative' packing facilities and transport operators to improve profitability;
2. The project could be a catalyst for increasing the agricultural economy of the regional including the subsequent benefits from that such as on-farm employment and allied industry employment opportunities;
3. The project presents opportunities for training for new industry members, local landholders and existing industry members to improve practices and profitability;
4. The project could be an implementation and best practice example (showcase) for both FAQI's R&D activities as well as DPI&F's activities in our industry (e.g. the Farm Management Systems Initiative);
5. The FAQI initiative could work in partnership with the Cedar Hill Corporate Group enterprise to optimise results from both projects.

**FAQI Member Groups:**

Corroboree Native Flower Growers Association Inc  
Queensland Wax and Native Flower Association Inc.

**FAQI Contacts:**

President:	Brian Shannon	(07) 3888 3276
Treasurer:	Lodi Pameijer	(07) 5494 4935
Industry Development Officer:	Denyse Corner	(07) 3824 9516
Administration Officer:	Wendy Ketter	(07) 3824 9537



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We anticipate that in addition to the examples listed above there will be many other subsidiary benefits that could be derived from the project and we will work with yourself and DPI&F staff to develop a business case for the initiative along these lines within our agreed timeframe of December 2008.

In the interim, I would again like to reiterate our organisation's interest in this initiative and request that you pass our expression of interest through the appropriate departmental and QWI channels at your earliest convenience.

If you would like further discussion or require anything further before the finalised business plan please do not hesitate to contact Denyse Corner or myself.

Regards

Brian Shannon  
President  
Flower Association of Queensland Inc.

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