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Submission Topic: Electorate Names
Electoral District: Beaudesert (formerly Scenic Rim)

Submission:

Submission: Objection to Proposed Renaming of Scenic Rim Electorate to Beaudesert

To the Queensland Redistribution Commission,
I object to the proposed renaming of the electoral district of Scenic Rim to Beaudesert.

This objection relates specifically to the **name of the electoral district**. In accordance with the Electoral Act 1992 and the Commission's submission guidelines, I submit that the proposed name change does not adequately reflect the **community of interest**, particularly the **economic, regional and social characteristics** of the electorate.

I am a long-term business owner in the region, having operated one of our businesses at Tamborine Mountain for over 30 years. We also operate a second business in the Rathdowney/Mt Barney area and run a working farm within the electorate. Across these operations, we employ over 45 staff and engage extensively with both local residents and visitors.

Having operated continuously in the region for over three decades, I have experienced firsthand the evolution of the region's identity from a Beaudesert-focused model to the broader Scenic Rim identity that now defines the area economically and socially.

From direct experience, the Scenic Rim functions as a **single, integrated economic and tourism region**, not a Beaudesert-centric district. Our businesses, along with many others, actively market the region under the Scenic Rim identity, which is widely recognised by visitors, industry bodies and the broader Queensland market.

This reflects a clear and established **economic community of interest**, particularly in tourism, hospitality and agriculture. Visitors do not identify the region as "Beaudesert" — they identify it as the Scenic Rim.

The electorate also represents a **broad regional community of interest** comprising multiple towns and localities including Tamborine Mountain, Rathdowney, Mt Barney, Boonah, Canungra and surrounding rural areas. The name "Beaudesert" refers to only one town within this large geographic area and does not adequately represent the diversity or distribution of communities within the electorate.

The name "Scenic Rim" was adopted following the establishment of Scenic Rim Regional Council in 2008, which itself reflected the recognition of a shared regional identity across formerly separate areas. This identity has been further strengthened over time through the consolidation of tourism organisations, including the transition from Beaudesert Country Tourism and Tamborine Mountain Tourism to a unified regional tourism approach.

This was a significant milestone for the region, improving collaboration, reducing fragmentation, and strengthening the economic positioning of the Scenic Rim as a destination. The 2017 decision to rename the electorate to

Scenic Rim appropriately aligned the electoral district with this established and community-supported regional identity.

Reverting to the name "Beaudesert" would not reflect the current **community of interest**, would disproportionately emphasise a single town over the broader region, and would undermine a well-established regional identity that is critical to the local economy.

The proposed name change would also create a misalignment between administrative identity and economic identity within the region. The name "Scenic Rim" is consistently used by Scenic Rim Regional Council, Scenic Rim Tourism, and businesses across the district, and has been deliberately built over many years to unify what was previously a fragmented and town-based identity.

In today's environment, online search and digital visibility are critical to attracting visitors, investment and business activity. The Scenic Rim name is widely recognised and actively searched by customers seeking accommodation, events, hospitality and tourism experiences. Introducing a different electorate name of "Beaudesert" risks diluting this established identity and reintroducing the fragmented messaging that the region has worked hard to overcome.

While electorate names do not directly regulate business naming or branding, the creation of two competing regional identifiers would weaken clarity in external communications, create unnecessary confusion for visitors, and undermine the consistency that has been achieved across council, tourism and business sectors. This consistency has delivered measurable improvements in regional recognition and economic activity, and should not be disrupted.

I am also concerned that there appears to have been limited consultation with tourism organisations, business operators and major regional employers in relation to this proposed change, despite these stakeholders being directly impacted by regional identity and recognition.

For these reasons, I respectfully submit that the name **Scenic Rim** should be retained, as it more accurately reflects the economic, regional and social community of interest within the electorate.

Yours faithfully,
Monique Gregory
Bearded Dragon Hotel Tamborine
The Shed Cafe & Olive Grove Rathdowney