



Visioning

A place for connection & community

VISION SHEET 5

LEVERAGE OUR RURAL AND AGRICULTURE TRADITION

Planting ideas for generations to come

Willards Farm is a rare and fascinating example of early European farming settlement on Redlands Coast and there are myriad rural-based ideas that could be suited to the precinct under the visioning process. The legacy of Willards Farm presents a unique opportunity to possibly create a dynamic cluster of agritourism destinations and community assets that celebrate the region's rural tradition and history.

Timber clearing was one of the main industries in the Birkdale area during early European settlement. The precinct was used over the years for growing crops such as maize, sweet potatoes, pineapples and guavas, and for dairy farming, with separate milking and creaming sheds being built.

The precinct could be used in a way that allows visitors to experience these sorts of rural activities, maybe with a hands-on working farm that integrates food production and nature conservation through management practices that regenerate the environment.

The farm could provide a unique venue for events and functions – a place where visitors can engage with the region's agricultural history through varied and enjoyable experiences.

A range of farming, permaculture and livestock-related experiences could be centred around a restored Willards

Farm and its creamery and milking sheds, exposing future generations to the region's agricultural history. Activities could include cooking workshops, milking cows and cheese-making, as a way of reconnecting a contemporary audience with traditional farming techniques.

A cafe and restaurant could be established that offers an authentic paddock-to-plate dining experience, utilising organic, locally grown produce to demonstrate sustainable, circular-economy alternatives to modern supply chains.

Flexible spaces embedded throughout the precinct could enable a broad range of community market events, creating an evolving program that attracts repeat visitation.

Willards Farm is a well-loved and important property in terms of Redlands Coast's European history being one of the oldest surviving farms and residences in the city, believed to date back to the 1870s. The exact date the homestead was constructed is uncertain but it was likely around 1876 when owners James and Margaret Willard took out a mortgage on the land they had owned and farmed since 1865.

Key elements

- **Willards agrifarm experience**
- **Flexible farmer's market space**
- **Paddock-to-plate café and dining**



A community legacy for everyone.

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 Your Say Redlands Coast