

MEMBERSHIP

PROPOSAL

regional economic development corporation

MACKAY - WHITSUNDAY - ISAAC

redc

regional economic  
development corporation  
MACKAY & WHITSUNDAY

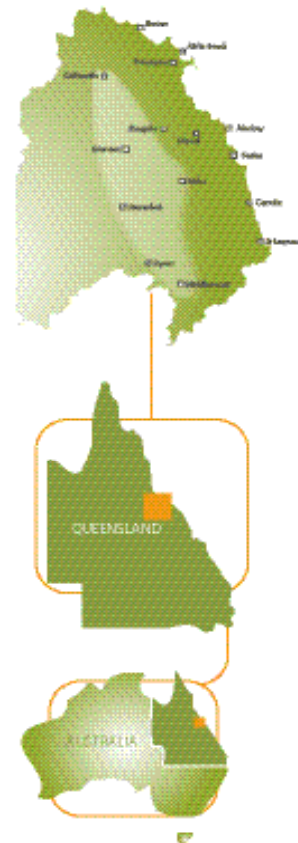
## COMPANY OVERVIEW

*The Mackay Whitsunday Regional Economic Development Corporation (REDC) covers the Local Government Areas of Mackay, Whitsunday and Isaac (M-W-I).*

The Mackay Whitsunday Regional Economic Development Corporation (REDC) covers the Local Government Areas of Mackay, Whitsunday, and Isaac (M-W-I). REDC has been recognised by the M-W-I region as one of region's premier providers of regional information, and is highly regarded by both State and Federal Government.

REDC is a not-for-profit organisation formed to ensure the long term sustainability of the M-W-I region. REDC is jointly funded by the Qld State Government, the three Local Councils, and an Industry member base. There are four other similar organisations in Regional Qld, including Advance Cairns, Townsville Enterprise Ltd, Rockhampton Regional Development Ltd, and Gladstone Area and Promotional Development Ltd (GAPDL).

Since 1999 the organisation has assisted both commercial, and not for profit organisations across region. REDC is an economic development specialist which employs a team of project officers who specialize in positioning the region for future sustainable economic growth. The CEO, Narelle Pearse, has over 18 years experience in leading and managing both commercial, and not for profit organisations.



## PUBLICATIONS

Regular publications produced by REDC include:

### Regional Economic Profiles

- Published every six months (28 February and 31 August)
- 4 versions are produced; one covering the full Mackay-Whitsunday-Isaac region, and three sub-regional profiles covering each of the Local Government Areas (Mackay, Whitsunday and Isaac).
- Contains key statistical information on the region

including Gross Regional Product (GRP), population, labour force data, commodities, tourism and property data.

### Regional Development Register

- Published quarterly (Feb, May, Aug & Nov)
- Contains information on key developments across the region

*REDC publications can be found on the REDC website and are free to download for members*

## REGIONAL ECONOMIC DEVELOPMENT

*The region that REDC represents encompasses the three local government areas of Mackay, Isaac and Whitsunday, with a population of approx. 167,666 and covering an area of 90,338 km<sup>2</sup>.*

The Mackay Whitsunday regional economy has experienced unprecedented growth in recent years and is now recognised as an economic powerhouse. This growth has resulted in expanded opportunities for industry, government and the community, but it has also subjected the region to significant growth pressures.

The Mackay Whitsunday regional economy features both well-established and emerging industry sectors, with mining; transport and storage; property and business services; tourism; agriculture, forestry and fishing; and manufacturing; being some of the largest. The enormous growth experienced in the mining and supporting sectors will continue to benefit the region's economy for a long time, however it is also leading to increased dependence on a single sector.

Sharing in these benefits and risks across all sectors of the economy is a theme at the heart of regional economic development. A dedicated, independent and cross-industry organisation can drive this holistic approach and enable government and industry to concentrate more fully on core business.

REDC is the organisation in the Mackay Whitsunday region that is resourced to lead and support a holistic approach to regional economic development. The holistic approach begins with the Board of REDC, composed of leaders from key industries and all three levels of government. The ability to discuss issues and the future of the region's economy across key parties in the Mackay Whitsunday region is unique to REDC.

REDC is the dedicated, independent and cross-industry organisation responsible for leading the Mackay Whitsunday Region through long term sustainability by providing:

- A regional voice founded in broad stakeholder support on issues of significance;
- An avenue to promote exchange across various sectors of industry on ideas, plans, and opportunities for collaboration;
- A focal point for regional promotion to support investment attraction;
- A leadership, and strategic planning forum to guide sustainable economic growth and diversity;
- Identification and facilitation of strategic regional projects and priorities.

## REGIONAL SERVICES

Key REDC Regional Services include:

- Regional advocacy and lobbying, eg. Northern Missing Link
- Provision of up to date statistical information, including:
- Six-monthly publication of the Mackay Whitsunday Regional Economic Report and Local Government Area Profiles;
- Quarterly publication of the Regional Development Register, a detailed listing of major projects in the Mackay Whitsunday Region
- Collaborative planning for the region's future economy, including:
- Ongoing implementation of the Regional Economic Development Strategy (REDS);
- Active involvement in progressing the WHAM Regional Plan
- Provision of cross-industry discussion opportunities including:
- CEO Forums
- Regional Economic Development Network
- Publication of a regular newsletter
- Involvement in regional promotion efforts such
- Centralised regional response to investor enquiries
- Response to stakeholder requests for information and/or input, including: regional media comment; CEO presentations to stakeholder organisations; and meetings with government and industry VIPs.

## REGIONAL COLLABORATION

*“To engage the region in a strategic approach to long term sustainability”*

Regional stakeholder discussions have focused attention on the need for strategic leadership to address regional priorities and to reinforce the value of an effective overarching body to reflect and respond to these needs.

A more collaborative commitment from industry is required to build a vibrant and effective organisation that will develop and support a vision and action plan for sustained economic development of the region.

Our vision for 2017 states that the Mackay Whitsunday Region will be a desirable location in which to invest, live and visit, underpinned by a strong economy, growing skilled population, diverse employment opportunities and good quality of life. A united regional effort involving collaboration between industry, community and government has the potential to encourage the achievement of this future vision through engagement with the Regional Economic Development Strategy.

Economic development efforts will address regional vulnerabilities including: a high dependence on coal mining; regional exposure to commodity price fluctuations; gaps in formal research and commercialisation of expertise; a current skills shortage; and great distances across the region.

Six themes have been identified as the focus for regional economic development:

- Position the region as a leader in applied knowledge (research & development, skills & training) in key sectors;
- Build on the region’s existing export strengths;
- Diversify and value-add regional products and services to protect our economic base;
- Strengthen and enhance our links with targeted overseas countries;
- Continually develop our economic and social infrastructure;
- Foster collaboration within and across industry, government and community to increase regional unity.

## PROJECT DELIVERY

REDC delivers both short and long term benefits to the regional economy through the inception, commissioning and completion of a suite of complementary regional projects. The projects address regional needs that are underpinned by economic drivers, and provide region-wide, cross industry benefits. The degree of impact achievable by REDC’s projects is influenced by the quality of support given by regional stakeholders. This support includes the provision of information and financial commitment. The health of a region’s economic leadership is a direct reflection of stakeholder contribution to collaborative efforts, so it is imperative that regional economic development projects in the Mackay Whitsunday Region are well-supported.

The 2007/2008 Key Regional Projects included:

- Energy Audit
- Economics of Freight Transport Study
- Liveability Audit
- Regional Promotion—Qld on Show
- Regional Business Directory & Register

The 2008/2009 and 2009/2010 Key Regional Projects include:

- Impact of Future Growth
- Regional Investment Attraction
- Regional Skills Attraction

*Detailed information on these projects can be viewed at [www.mwredc.org.au](http://www.mwredc.org.au)*

## MEMBERSHIP LEVELS

*REDC Membership is available in five levels; associate, bronze, silver, gold and platinum.*

### ASSOCIATE

Associate Level membership is designed as an entry level sponsorship for those organisations or individuals who want to be involved in networking events, receive the monthly newsletter and have access to discounted publications.

### BRONZE

The Bronze Level is designed to capture small enterprises through a moderate membership fee. It is envisaged that Bronze members will participate in the benefits of regional economic development through indirect benefits in proportion to their contribution to the region.

Bronze Level members enjoy a range of benefits including: invitation and an allocation of complimentary tickets to networking events, leadership forums and think tanks, free access to economic and development reports and discounted fee for service work including economic modelling services.

### SILVER

Silver Level membership is designed to capture SMEs with a membership fee reflective of both size and contribution to the regional economy.

In addition to invitations and complimentary tickets to all networking events and forums and receipt of all communications and publications, Silver Level members are entitled to nominate for involvement on project steering committees and are afforded priority inclusion in REDC events and publications.

### GOLD

Gold Level membership is designed to capture SMEs with a membership fee reflective of both size and contribution to the regional economy.

In addition to invitations and complimentary tickets to all networking events and forums and receipt of all communications and publications, Gold Level members are entitled to nominate for involvement on project steering committees and are afforded priority inclusion in REDC events and publications.

Gold Level Sponsors also have the opportunity to sponsor REDC events (naming rights sponsorship).

### PLATINUM

Platinum Level is a major sponsor level, targeted at large enterprises whose contribution to the regional economy is significant, and who have the potential to reap the highest benefit from regional improvements.

In addition to invitations and complimentary tickets to all networking events and forums and receipt of all communications and publications, Platinum Level members are entitled to nominate for involvement on project steering committees, are afforded priority inclusion in REDC events and publications and have the opportunity to sponsor REDC events (naming rights sponsorship).

Platinum Level members are also entitled to a Director position on the REDC Board.

*A detailed list of the benefits associated with each level of membership is outlined on the following page.*

# MEMBERSHIP PROPOSAL

## MEMBERSHIP BENEFITS

MACKAY WHITSUNDAY REGIONAL ECONOMIC DEVELOPMENT CORPORATION MEMBER BENEFITS		Associate (\$150)	Bronze Sponsor (\$1,000)	Silver Sponsor (\$5,000)	Gold Sponsor (\$20,000)	Platinum Sponsor (\$50,000)
<b>Events</b>						
Invitation to networking events		•	•	•	•	•
Discounted rates for member functions	10%	25%	25%	25%	25%	25%
Invitation to Business Leader forums		•	•	•	•	•
Invitation to Think Tank workshops		•	•	•	•	•
Invitation to Chairperson's lunches						
Invitation to Breakfast with the Mayor						
Complimentary tickets to member functions		TWO	THREE	FOUR	FIVE	
<b>Promotion/Advertising</b>						
Listing in Annual Report	•	•	•	•	•	•
Logo on REDC website	•	•	•	•	•	•
Access to REDC regional photo gallery		•	•	•	•	•
Online Business Directory listing		•	•	•	•	•
Trade and Consumer Expo Opportunities		•	•	•	•	•
Opportunity to advertise in REDC newsletter		•	•	•	•	•
Opportunity to contribute stories to e-newsletter					FREE	FREE
Subsidised cooperative advertising opportunities					•	•
Opportunity to communicate to member via mailing list					•	•
Media opportunities						•
<b>Publications/Consulting Services</b>						
Receipt of monthly e-newsletter	•	•	•	•	•	•
FREE copy of Regional Economic Report (2 per year)	10% DISCOUNT	•	•	•	•	•
FREE copy of Regional Development Register (quarterly)	10% DISCOUNT	•	•	•	•	•
FREE subscription to ED Journal (released quarterly)	10% DISCOUNT	•	•	•	•	•
Access to members-only section of website		•	•	•	•	•
Discounted fee for service consulting		•	•	•	•	•
FREE access to economic modelling (REMPLAN) reports		10% DISCOUNT	•	•	•	•
<b>Involvement</b>						
Invitation to nominate for project steering committees		•	•	•	•	•
Priority inclusion in REDC publications/events		•	•	•	•	•
Opportunity to sponsor major events (naming rights sponsor)					•	•
Position as Director on REDC Board						•

# MEMBERSHIP PROPOSAL

## MEMBERSHIP APPLICATION FORM

Business Name: \_\_\_\_\_

ABN: \_\_\_\_\_ ACN: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_ Position: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

### Physical Address

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Postal Address (if different from above):

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Do you wish to have a link to your website on the REDC website (at no additional cost)? Y N

If yes, please provide website address: \_\_\_\_\_

Business description: \_\_\_\_\_

Industry type (please tick relevant box):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Construction            | <input type="checkbox"/> Energy                           | <input type="checkbox"/> Tourism & Hospitality   |
| <input type="checkbox"/> Mining                  | <input type="checkbox"/> Private citizen                  | <input type="checkbox"/> Property & Real Estate  |
| <input type="checkbox"/> Engineering             | <input type="checkbox"/> Health & Community services      | <input type="checkbox"/> Government - Federal    |
| <input type="checkbox"/> Marine Industry         | <input type="checkbox"/> Sugar (Farm, Milling, Product)   | <input type="checkbox"/> Government - Local      |
| <input type="checkbox"/> Finance & Insurance     | <input type="checkbox"/> Agriculture - Beef, Grain, Other | <input type="checkbox"/> Non Profit Organisation |
| <input type="checkbox"/> Education               | <input type="checkbox"/> Retail                           | <input type="checkbox"/> Other                   |
| <input type="checkbox"/> Computer/Web/Technology | <input type="checkbox"/> Motor Trades                     |  |
| <input type="checkbox"/> Government - State      | <input type="checkbox"/> Professional                     |  |

Membership level being applied for (all prices are exclusive of GST):

Associate (\$150)  Bronze (\$1,000)  Silver (\$5-20K)  Gold (\$20-50K)  Platinum (\$50K)

Please state amount (for Silver, Gold and Platinum only): \_\_\_\_\_

I hereby apply for membership and agree to abide by the MWREDC constitution:

Authorised signature: \_\_\_\_\_ Date: \_\_\_\_\_

FOR MORE INFO

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