

About Us

Our purpose is:

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

We achieve this through a mandate to:

Lead economic development efforts in the region in order to attract, retain and expand business investment over the long term

Our role is to provide:

- 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.

Upcoming Events

- CEO Forums
- REDS project workshops

CEO Update

Welcome to the first new edition of the REDC newsletter. Our aim is to keep everyone abreast of new developments, and provide the region with information that is relevant to day to day decision making. The newsletter will evolve over time, and we welcome any feedback.

Additions to the newsletter include regional project updates and their specific relevance to our Regional Economic Development Strategy; profiles on organisations in both the social and environmental sectors and their interaction with economic development; a "Did You Know?" section which outlines interesting information from the region; and upcoming events.

We hope that you will find the newsletter useful, and we will strive to provide information that promotes a collaborative approach to economic development in the region.

Anna Bligh Visit

The Premier visited the region on the 8th of November to attend the Abbot Point X21 opening, and to meet with REDC to discuss regional priorities. The REDC board was very encouraged by the Premier's visit which reinforced that she is well aware of our region's issues, and reconfirmed her commitment to regional development to help alleviate the current growth problems that we are experiencing.

The Premier has also accepted REDC's offer to be the first speaker at our CEO Forum which is planned for early in the new year.



Qld on Show

The Qld State Government organised two events this year to try and attract skilled workers to Qld. REDC, in conjunction with a number of other organisations, attended both the Melbourne and Sydney events and presented a regional approach to skills attraction.

Our objective was not only to present the southern job market with information on what employment opportunities our region had to offer, but also to showcase our lifestyle and present the potential job seekers a glimpse of what our living in our region would be like. In doing this we made people aware of both the opportunities and the challenges of life in regional communities.

All regional exhibitors agreed that the two events were very successful, especially in terms of showcasing the region. A significant number of exhibit attendees did not know where our region was prior to visiting Qld on Show, nor had they considered this region as a potential relocation option.

Feedback we received from visitors was exceptional with a number of people remarking that they hadn't even considered the Mackay region before, but now they would.

Qld on Show cont.

It is always difficult to quantify the tangible results from these types of shows, as a person may not relocate for an extended period of time after the event, but their decision to relocate was directly attributable to the Qld on Show exhibition and the

information that we provided to them. To date there have been three appointments from Melbourne (Aug 07), and three appointments from Sydney (October 07) with a large number of follow ups still to be completed. Particular areas of success were in Accounting, Health, and Engineering.

Next year the exhibition is proposed to be held in Sydney and Auckland, and anyone interested in participating next year should contact REDC at info@mwredc.org.au



REDS Update

Our shared vision for the future is for "Mackay Whitsunday Region to 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."

With funding assistance from the Department of Tourism, Regional Development and Industry, REDC developed a **Regional Economic Development Strategy** (REDS) for the Mackay Whitsunday Region. The strategy can be viewed on REDC's website at:

www.mwredc.org.au/mackaywhitsredc/publications/

REDS is a mechanism that brings together industry and government to determine economic development priorities for the region. It has been

designed to showcase all the independent projects underway and highlight priority areas where additional investment is needed. Organisations (including REDC) can make future project commitments that deliver the best possible regional return on investment by responding to REDS priorities.

The REDS details 65 goals under six strategies that represent key themes for the region to enhance its comparative advantage moving forward. The strategies are:

1. Position the region as a leader in **applied knowledge** (research and development, skills and training) in key sectors
2. Build on the region's **existing export strengths**
3. **Diversify and value-add** regional products and services to protect our economic base

4. Strengthen and enhance our links with **targeted overseas countries**
5. Continually develop our **economic and social infrastructure**
6. Foster **collaboration** within and across industry, government and community to increase **regional unity**.

Implementation of REDS will be a continuous process that recognises current initiatives in the region and develops new projects to address priority areas.

For information on how to be involved with REDS implementation, please contact Tanya Radke at t.radke@mwredc.org.au

Member Profile

Hastings Deering



The Hastings Deering Group of companies sell, service and support the complete range of Caterpillar heavy equipment used in the mining, construction, forestry, agricultural, materials handling and government sectors. Other associated products include Driltech blasthole drills, Caterpillar Elphinstone underground mining equipment and AustChrome hard chroming services.

World-renowned Caterpillar heavy earthmoving equipment and Driltech blast hole drills are distributed throughout Queensland, the Northern Territory, Papua New Guinea, the Solomon Islands and New Caledonia by the branch network of the Hastings Deering Group. The group was founded by Sydney-born Harold Hastings Deering in 1932. Legend has it that while a fighter pilot in Britain during the first World War, he landed his plane in the AEC factory yard, and refused to leave until he had persuaded AEC to allow him to distribute its trucks and buses in Australia.

Hastings Deering has been at the forefront of development in Queensland, initially with sales of large Caterpillar tractors to contractors clearing land for agriculture, and later for large mining developments in Queensland and New South Wales. A strong relationship was forged between the company and Thiess Brothers,

resulting in the appearance of a large Caterpillar fleet of machines on major civil projects around the country.

Hastings Deering's Mackay Branch opened in Mackay in Milton Street (where Officeworks are now located) in the early 1950's and relocated to its current location in Connors Road, Paget in November 1985. A new multi-million dollar state of the art facility is currently under construction in Caterpillar Drive at the southern end of Paget and is due to open mid 2008.

The company is one of the largest employers in the Mackay Area with a current workforce in excess of 400 people with 52 of these being apprentices. An additional 16 apprentices will be employed in Jan 2008 and an estimated additional 80 tradespeople will also be employed at the completion of the new facility.



Artist impression of new Hastings Deering facility at Caterpillar Drive

New Developments Around the Region

Azucar: residential apartments in Gregory St, Mackay

Highview: residential apartments in Dysart and Moranbah

Searene Whitsundays: luxury apartments in Cannonvale

Biodiesel Plant: plant at Mackay Harbour producing 60ML clean green fuel per year

Mining Simulation Centre: simulation training and research facility at CQU Mackay Campus

Walkerston Bypass: alternative Peak Downs Highway alignment to take heavy traffic out of Walkerston

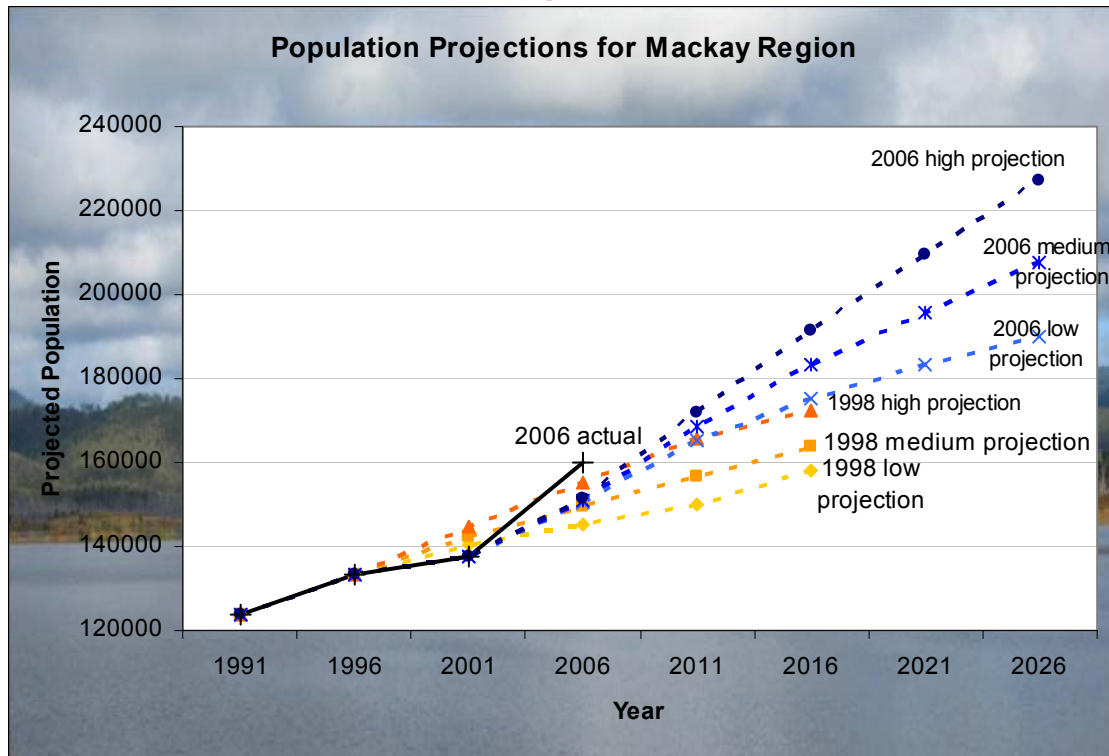
Total on Regional Development Register this quarter - \$21B

Did you know.....?

Bowen was proclaimed on 11 April 1861 and was the first settlement for North Queensland.

Investment attraction in the early days saw Bowen (Port Denison) and Townsville (Port of Townsville in Cleveland Bay) competing. Townsville eventually won because of powerful political lobbying and the gold mining to the west. The State Government built a railway line from Townsville inland to the Gold Fields and population and industry growth favoured Townsville as a result.

Interesting Statistics



The graph on the left shows population projections for the region that were done in 1998 and again in 2006.

Note the line representing our actual population—it is well above all projections done for 2006.

Should this high growth continue, we may see yet another set of population projections for the region that take us beyond 225,000 by 2026.

Community Organisation Profile

Mackay Regional Council for Social Development Ltd
People Working Together To Shape Their Community



Established in 1974, Mackay Regional Council for Social Development Ltd (MRCSD) is a social planning and community development organisation designed to assist groups and individuals to address social issues which affect them. MRCSD's vision is the enhanced well-being of the groups it assists, especially those most disadvantaged by geography, income or discrimination because of culture or ethnicity. With this in mind MRCSD are committed to facilitating community planning and the development of community infrastructure.

As a lead agency for the community sector in the region MRCSD provide a "collective voice" and a structure for regional co-ordination to identify and analyse regional needs and to facilitate appropriate action. MRCSD works with; individuals, community groups, three tiers of government and industry to facilitate the integration of social and economic development. MRCSD is part of the steering committee for REDC's Social and Community Infrastructure Audit.

MRCSD recently launched a new website www.mrcsd.org.au where

you can find additional information about their past achievements and current activities, as well as community sector news and events, employment and a range of contacts and resources for community groups.

MRCSD welcome the opportunity to work with business and industry to enhance the Mackay/Whitsunday region. If you are interested in linking with the community sector or would like more information about MRCSD's activities please contact Beth Cooney, Executive Officer on (07) 4957 3088 or via email eo@mrcsd.org.au

REDC 2007/08 Projects

Project Status	Description	To register interest
COMPLETED		
Qld on Show	Regional stand at jobs expo in Melbourne and Sydney	N/A
REDS Development	Development of Regional Economic Development Strategy for Mackay and Whitsunday	N/A
Economic Baseline Audit	A detailed description of our economy including infrastructure and industry sectors	n.pearse@mwredc.org.au
WELL UNDERWAY		
Regional Energy Audit	Investigating the case for a baseload power station in the region	n.pearse@mwredc.org.au
IN EARLY STAGES		
Economics of Freight Transport Study	Analysis and planning for integrated transport infrastructure that enhances economic opportunities.	t.radke@mwredc.org.au
Liveability Audit	Developing a regional lifestyle report card to assist with skills attraction and retention.	t.radke@mwredc.org.au
Regional Business Register and Directory	Searchable online directory of regional businesses	n.pearse@mwredc.org.au

For more information on these projects, go to www.mwredc.org.au/mackaywhitsredc/publications/

REDC Membership

For information on how to become a member of REDC, contact Narelle Pearse at n.pearse@mwredc.org.au or 07 4953 2655.

Did you know.....?

- Middlemount was established in 1979, Dysart in 1973 and Moranbah in 1970.
- The Hermitage - Original name for the area along the Pioneer River where the Mackay District Hospital is located.
- Devil's Elbow - Early name for the bend in the Pioneer River near where the Ron Camm Bridge crosses.
- Enmore - Name used in the 1870's for the area on the banks of the Pioneer River upstream from the Mackay Base Hospital. A River crossing was here and a hotel existed here in the early 1870's.

Meet the Staff

Name: Narelle Pearse
Birthplace: Mackay
Last Job: CFO for an International Freight Forwarder & Customs Broker (8 years)
Current Position: CEO
Part time school Job: Dames & Dandies
Education: Bachelor of Commerce, Masters of Commerce, MBA, Chartered Accountant, & currently completing a Grad. Dip. in Psychology.
Favourite place in region: Finch Hatton Gorge (when you used to be able to jump off the rocks !!)



Name: Melanie Woodman
Birthplace: Mackay
Last Job: Senior Sales member of Video Ezy
Current Position: Office Coordinator (4 years)
Part time school Job: Lamberts Coffee Shop
Education: Certificate in Tourism & Hospitality (Professional Cookery 1, 2 & 3), Certificate in Galileo Flight Reservations Systems, Certificate 3 in Business Administration, Certificate in MYOB Bookkeeping and currently completing Certificate IV in Frontline Management.
Favourite place In region: Eungella (not in the winter though – too cold)

Name: Tanya Radke
Birthplace: Moura
Last Job: Industry Development Officer for the Department of Primary Industries and Fisheries
Current Position: Economic Development Officer
Part time school Job: working on family cotton farm
Education: Bachelor Business (Marketing); Bachelor Arts (Tourism and Professional Communication); Master of Business (Research)
Favourite place In region: Anywhere that's under a shady tree in the middle of nowhere



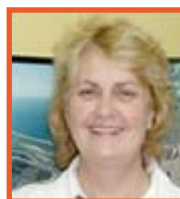
AGM Update

The REDC AGM was held on the 18th of October. The annual report is available on the REDC website at www.mwredc.org.au

New director appointments included:



David Phillips
(Mackay Tourism)
Group 7
Tourism Appointment



Di Rollo
(MRACC)
Group 10 Appointment

All other directors were re-elected and the complete list of directors can be found on the REDC website.