

Regional Economic Development Strategy

Mackay and Whitsunday Region

Snapshot



regional economic
development corporation

MACKAY & WHITSUNDAY

Strategic Goal

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.

Key Indicators to measure performance -

A period of 10+ years where, on average, the regional:

Gross Regional Product (GRP) is maintained or increased

Population growth is higher than forecast

Unemployment rate is below Qld and Australian averages

Quality of life is increasing as measured by Community and Social Infrastructure Audit

Strategy 1	Goals
<p><i>Position the region as a leader in applied knowledge (research & development, skills & training) in key sectors</i></p>	<ul style="list-style-type: none"> a. Establishment of a collaborative research centre in the region related to mining services, plant fibre value-adding, or sub-tropical horticulture. b. Strategic alliances with targeted domestic and international institutions. c. Research and development related to renewable energy technologies. d. Career pathways in key industry sectors through collaboration between schools, vocational education and training providers, universities and industry.
	<ul style="list-style-type: none"> e. Recognition of region as the leading mining industry training centre. f. Presence of a long term viable university in the region. g. Increase in innovative delivery methods for education and training. h. Establishment of a health training facility through public private partnership that provides rehabilitation support and career path options in the sector.
Strategy 2	Goals
<p><i>Build on the region's existing export strengths</i></p>	<ul style="list-style-type: none"> a. Expansion of ethanol production. b. Export of value-added gas products. c. Successful pilot of coal-to-liquid or gas-to-liquid technology. d. Presence of energy R&D in region (including solar). e. A coal seam gas industry established.
	<ul style="list-style-type: none"> f. Baseload power generation capacity in region. g. Co-generation for regional use. h. Commercialisation of clean coal technology. i. Establish a clean coal pilot project in the region.

Regional Economic Development Strategy **SNAPSHOT** (Cont)

Strategy 3

Diversify and value-add regional products and services to protect our economic base

- a. Attracting investment to optimise value-adding opportunities.
- b. Successful trial of closed loop supply for agricultural production.
- c. Greater range of tourist experiences in region.
- d. Active business attraction and retention strategy (incorporating regional investment and market research).
- e. Active climate change response strategy.

Goals

- f. Increased scale of 'green' industries.
- g. Enhanced competitiveness of regional products and services.
- h. Increased scale of commercial creative industries.
- i. Diversified agricultural sector.
- j. Increased scale of aquaculture industry.

Strategy 4

Strengthen and enhance our links with targeted overseas countries

- a. International access point in the region.
- b. New sister city/community relationship with our trading partners.
- c. Establishment of strategic alliances between businesses, industries or governments.
- d. Active community education program on productive cultural diversity e.g. international educational exchanges.
- e. Regional capability to leverage strategic relationships with trading partners.

Goals

- f. Targeted investment attraction.
- g. Entry into new export markets.
- h. Increased export of manufacturing products and services to Asian markets.
- i. Enhanced support for skilled migration.

Strategy 5

Continually develop our economic and social infrastructure

- a. ICT infrastructure comparable to Brisbane.
- b. An established business incubation / commercialisation assistance service.
- c. Active and engaged CBDs across the region.
- d. Workforce development and maintenance strategy.
- e. Statutory regional plan.
- f. Disaster response policy incorporating environmental, social and economic aspects.
- g. Increased efficiencies across transport infrastructure.
- h. Establishment of regional centre for government agencies.
- i. Enhanced tourism infrastructure.

Goals

- j. Diverse tourism offering, underpinned by adequate tourism infrastructure and services.
- k. Sports complex to national and state standards.
- l. Availability of water for community and significant economic initiatives.
- m. Competitively priced water for irrigation across the region.
- n. Year round employment for seasonal workers.
- o. Satisfactory liveability rating of region determined from regular assessment.
- p. Health and community services infrastructure to support accelerated growth.
- q. Housing availability aligned with regional demographics.
- r. Development of, and investment attraction to, targeted heavy industrial precincts across the region.

Regional Economic Development Strategy **SNAPSHOT** (Cont)

Strategy 6

Foster collaboration within and across industry, government and community to increase regional unity

Goals

- a. Facilitate networking and collaboration within and across industry to facilitate industry growth and development.
- b. Public and private partnerships to provide regional services and infrastructure i.e. health and community services.
- c. Support for collaborative tendering in the region for the delivery of major projects.
- d. Effective industry and government collaboration to support research and development.
- e. Active and engaged Regional Economic Development Strategy.
- f. Active Investment Attraction Strategy.
- g. A strong regional brand achieving economies of scale in regional promotion and collaborative development of complementary products.
- h. Effective disaster and risk management capability.
- i. Establishment of strategic alliances with other regions.
- j. Active regional knowledge management strategy that provides a central collection of region-specific research and analysis.
- k. Celebration of regional excellence.