

MACKAY

OUR FUTURE,
OUR PRIORITIES

10 REGIONAL PRIORITIES 2018/19

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The Mackay region has experienced the most prolonged period of growth in recent history, establishing itself as a modern, regional city with a growing economy and diversified industry base.

The growth of the Mackay region is supported by a coordinated group of key regional stakeholders and industry bodies. These regional stakeholders are committed to working collaboratively to support business and industry, build our capabilities, promote Mackay as an attractive investment destination and to realise the potential of our region. This collaboration has provided a coordinated focus on the region's top priorities which will drive Mackay's economic future.

COUNCIL-LED PRIORITIES



1. PROMOTION OF THE MACKAY REGION

Led by Mackay Regional Council, the identity of the region and its people will be captured via a shared regional brand. The branding will resonate with the region and will provide a coordinated regional identity recognisable throughout Australia.



2. WATERFRONT PRIORITY DEVELOPMENT AREA

The delivery of a Priority Development Area (PDA) which captures key land along Mackay's Pioneer River and Coral Sea waterfronts is under way. The PDA provides a coordinated long term plan which will deliver a renowned river and waterfront setting with diverse development opportunities.



3. MACKAY RING ROAD

Delivery of stages two and three of the Mackay Ring Road is critical to ensure that the economic benefits that the Ring Road can deliver are realised. Stage two will enhance connections to the Port of Mackay which will provide strategic connectivity between the Port of Mackay, the Racecourse Mill and the mines of the Galilee and Bowen Basins.



4. BIO-FUTURES AND CLEAN ENERGY

The facilitation of investment opportunities in the bio-products, bio-fuels and clean energy sectors will ensure that we capitalise on Mackay's natural advantages including our established industry presence and access to bio-mass and foreign markets.



5. RESOURCE CENTRE OF EXCELLENCE

The delivery of stage one of the Resource Centre of Excellence is currently under way and once complete will be a one-of-a-kind facility in Australia. The facility will align and augment resource-related training and research facilities and will be a catalyst for future innovation and investment in the region.



6. SUPPORT FOR TERTIARY EDUCATION

Supporting Central Queensland University and James Cook University to increase the percentage of people completing tertiary and vocational education courses is an essential component of encouraging lifelong learning and attracting and retaining knowledge in the region.

INDUSTRY PRIORITIES



7. PAGET, ROSELLA AND OTHER INDUSTRIAL AREAS (UDIA)

Planning for the Paget and Rosella Industrial Investigation areas and other current or future industrial precincts will ensure that Mackay can cater for the region's long-term industrial growth in a sustainable and affordable manner.



8. RECREATIONAL FISHING (MACKAY TOURISM)

Continued strategic investment in the recreational fishing industry is essential to ensure the tourism potential of our recreational fishing industry is captured.



9. CRUISE SHIPS (MACKAY TOURISM)

The establishment of Mackay as a destination cruise port will deliver significant economic benefits and further enhance and promote the region's reputation as a unique tourism destination.



10. REGIONAL FINANCIAL STABILITY (GW3)

The improved financial stability of the Mackay region through access to fair and competitive lending and insurance services is integral to ensuring the region's sustainable growth.

PROUDLY SUPPORTED BY:



For more information please visit www.investmackay.com or contact Council's Economic Development Program on (07) 4961 9530 or business@mackay.qld.gov.au