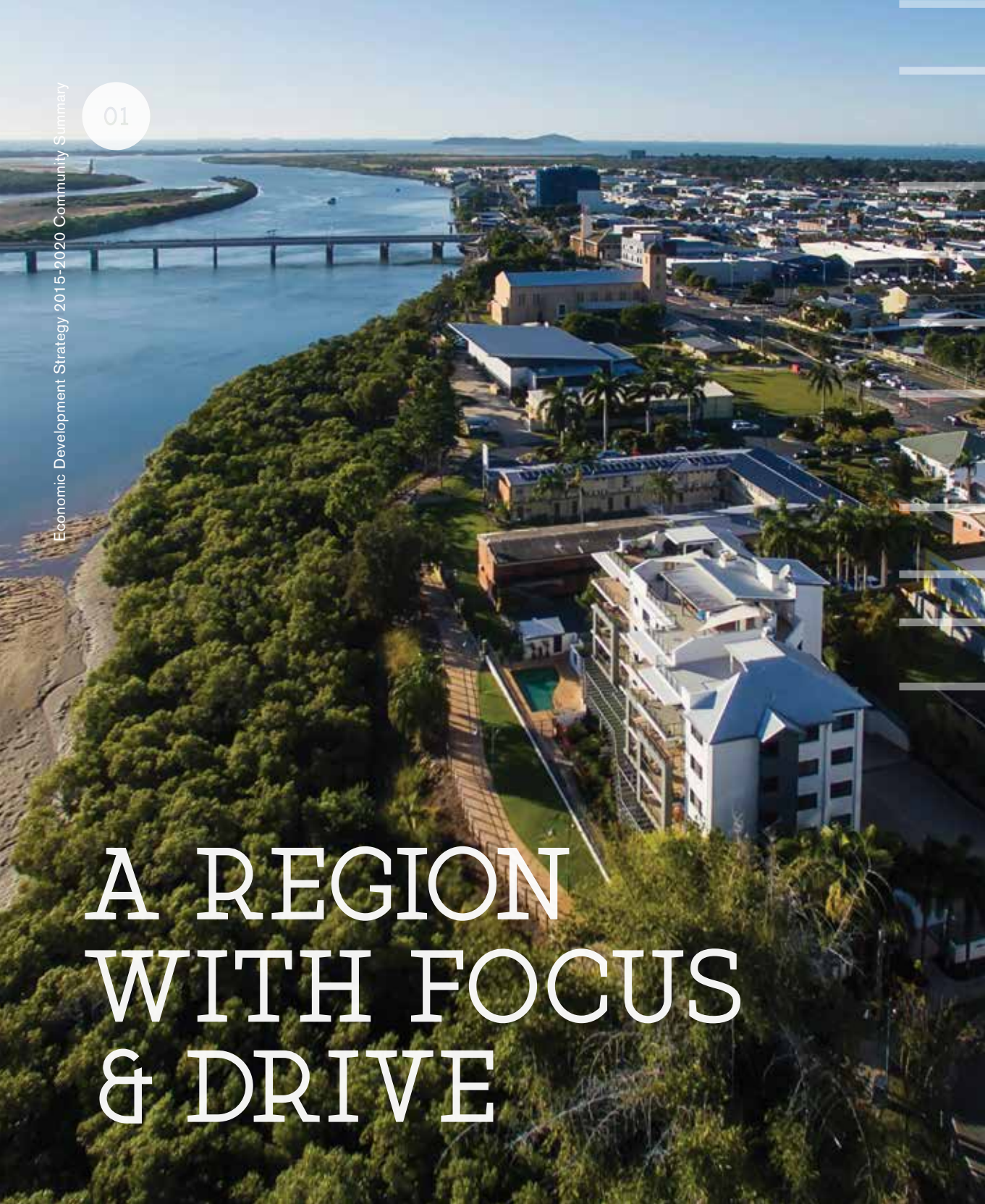
ECONOMIC DEVELOPMENT STRATEGY

2015 – 2020

COMMUNITY SUMMARY

DIVERSIFIED
SUSTAINABLE
VIBRANT

Mackay REGIONAL COUNCIL



A REGION WITH FOCUS & DRIVE

A MESSAGE FROM THE MAYOR

"I AM PROUD TO PRESENT the first Mackay Regional Council Economic Development Strategy 2015-2020."

This strategy identifies the Economic Development Framework that lays the foundation to facilitate economic development within our region. Coordinated and proactive regional planning; creating a positive attitude; enhanced local business skills and investment attraction are the four key strategic directions required to achieve our goal of a more diversified economy.

While diversification is imperative, it is not something that can be achieved overnight and in isolation. Council is, however, committed to taking a leadership role in the development of a diversified, vibrant and sustainable economy.

The Mackay Regional Council Corporate Plan 2015-2020 identifies eight priority areas covering the economy, community pride, regional identity, community health and wellbeing, environment, infrastructure and transport, lifelong learning and organisational performance.

The Diversify Mackay Leadership Alliance, a 12-member consortium comprising leaders hailing from a diverse cross-section of industry, business and government, strives to collaboratively act sustainably to diversify and explore innovative business opportunities for our region.

Through the Economic Development Strategy 2015 - 2020 and its initiatives, I look forward to working collaboratively with you – our business and industry leaders, community members and partners – to create a diverse and sustainable future for Mackay.

Cr Deirdre Comerford
Mayor of Mackay Regional Council

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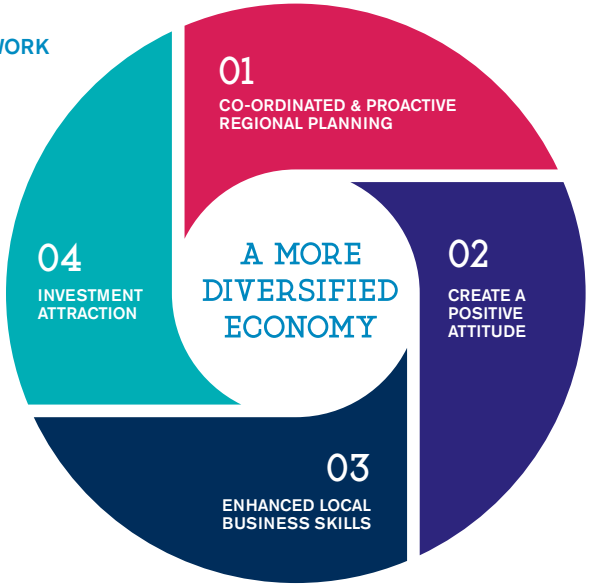
OUR VISION, STRENGTHS & OPPORTUNITIES

OUR ECONOMIC DEVELOPMENT VISION

A MORE DIVERSIFIED, VIBRANT AND SUSTAINABLE ECONOMY WITH A CONNECTED AND ENGAGED LOCAL BUSINESS BASE AND FOCUSED REGIONAL LEADERSHIP.

MACKAY ECONOMIC DEVELOPMENT FRAMEWORK



OUR STRENGTHS AND STRATEGIC ASSETS

DIVERSITY represents the Mackay region's core strengths, including:

- A well-diversified industry base and economy
- An agile an skilled business and employment base
- A diverse cultural offering
- A diverse natural landscape and attractions.

Mackay region's comprehensive industry base and depth of population services provide a base from which to further diversify and grow the regional economy and to capitalise on strategic regional opportunities.

OUR OPPORTUNITIES

SIGNATURE PROJECTS

Mackay Regional Council has identified a series of key signature projects. These are intended to focus and bring to the fore the most significant and important projects and components to support regional growth and development in Mackay region.

- Diversify Mackay's Economy
- Revitalise the City Centre
- Strong business with a global reach
- Activation of the river
- Co-investment for development
- 2018 Commonwealth Games
- Regional capital
- Pioneer Valley and Eungella activation
- Mining Centre of Excellence
- University Sports Precinct
- Mackay Ring Road
- Bowen Basin Service Link

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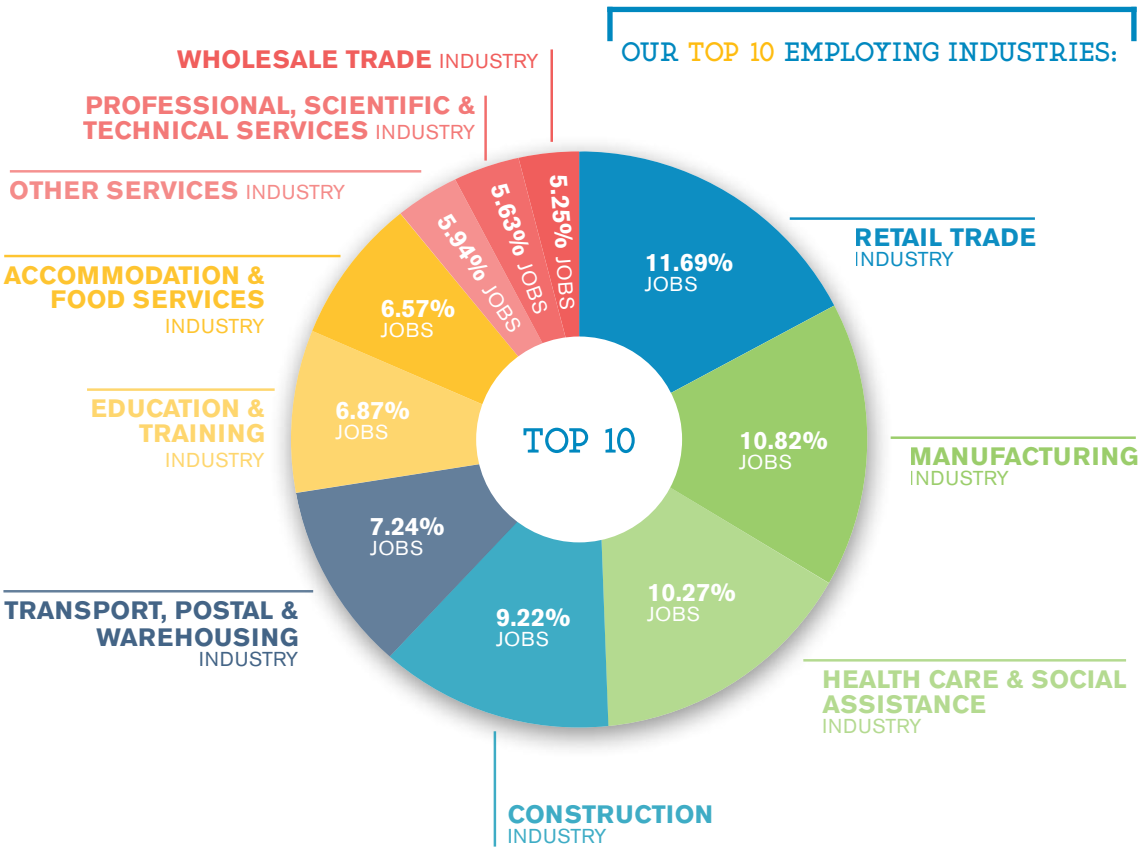
FACTS & FIGURES

"MACKAY HAS BEEN FORGED by a well-established, innovative and world- class agricultural sector, with a core strength and competency in sugarcane production and processing."

FACTS & FIGURES

- Mackay has a population in excess of 120,000 and our prosperous economy is expected to continue to drive strong population growth over the next 20 years
- Out of 78 Local Government Areas (LGAs) in Queensland, Mackay is projected to be the ninth largest growing area from 2011 to 2036
- Mackay's Gross Regional Product is estimated at $6.756 billion
- The value of regional exports generated by the Mackay economy is estimated at $4.562 billion
- It is estimated that the tourism industry generates output of $457.403 million
- Mackay has a workforce of 70,694 and an unemployment rate of 7.6% *(June 2015)*
- More than 10,000 businesses operate in the Mackay region

OUR TOP 10 EMPLOYING INDUSTRIES:



OUR STRATEGIC DIRECTIONS

OUR STRATEGIC DIRECTIONS 2015-16 HIGHLIGHTS

The Mackay region Economic Development Strategy 2015-2020 has identified four strategic directions, each of which is supported by a series of activities due for completion in 2015-2016. All key regional business, development and regional stakeholder organisations will need to support and assist in the delivery of the Economic Development Framework.

01. Co-ordinated and Proactive Regional Planning

FEATURE ACTIVITIES:

- Identify and confirm regional planning needs and infrastructure requirements in conjunction with relevant state agencies, surrounding regions and other key stakeholders as appropriate
- Update the Wharf Precinct Master Plan in consultation with the community and key government agencies to attract public and private investment
- Support the establishment of a Regional Queensland Capitals Alliance to increase the Queensland Government's support of regional capital cities

02. Create a Positive Attitude

FEATURE ACTIVITIES:

- Develop a regional profile
- Develop a regional investment attraction prospectus
- Develop an investment attraction and liveability focussed website
- Complete the North Mackay Placemaking Project in Evans Avenue

03. Enhanced Local Business Skills

FEATURE ACTIVITIES:

- Identify local business and industry management training needs through:
  - Regular meetings with business
  - Support facilitation of local business and industry networking events
- Support the completion of a market analysis to identify opportunities and export readiness
- Complete an audit of Paget Industrial Estate and maintain a database of business and available land/commercial sites
- Support and actively promote Queensland Mining Expo 2016 (QME)

04. Investment Attraction

FEATURE ACTIVITIES:

- Clearly promote Mackay as 'open for business'
- Maintain the First point of contact role to provide a single point of contact for investors and developers
- Host Invest Mackay forums
- Deliver a range of economic stimulus measures to boost the local economy

GET INVOLVED

HOW YOU CAN BE INVOLVED

Engage council to participate in joint venture commercial activities such as land development that may serve as a catalyst to further economic development.

Enquire about relevant incentives (e.g. development incentives and use of council facilities).

Ask council about any promotional, development, business, tourism, investment opportunities or information that may be on hand.

Attend networking events, programs and workshops organised by council.

Subscribe to council's regular e-Newsletters including City Centre, Sarina Focus and Regional Focus.

Visit council's website (**mackay.qld.gov.au**) and Facebook sites regularly to receive up-to-date information on events, permits, legislative changes, grants and funding opportunities and achievements.

MEASURING OUR PERFORMANCE

Our ultimate goals of the Economic Development Strategy 2015-2020 are to create more jobs, attract investment and improve productivity of the economy; however, while these goals are valid and meaningful, they are also factors around which council has little direct control.

Although it is not possible to directly measure the impact of each action against a regional economic outcome, it is important that each of the measures is tracked so that implementation performance can be reported on and assessed.

Tracking the economy by monitoring key statistics that measure changes to jobs, investment and economic diversity is one way of indirectly measuring the progress of the Economic Development Strategy 2015-2020 and monitoring the general health of the economy.

MORE INFORMATION

The contents of this Community Summary are extracted from the Mackay region Economic Development Strategy 2015-2020.

To download an electronic copy please visit our website at **mackay.qld.gov.au/business** or telephone **1300 MACKAY (622 529)**.

To download an electronic copy of the Economic Development Strategy 2015 - 2020 please visit **mackay.qld.gov.au/business.**

For further information contact council's Economic Development Program on **1300 MACKAY (622 529)** or email **business@mackay.qld.gov.au.**

Mackay REGIONAL COUNCIL

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