



GREATER WHITSUNDAY ALLIANCE
MACKAY ► ISAAC ► WHITSUNDAY

2017 - 2018

Strategic Plan

Regional Opportunity
Strong For Generations

Greater Whitsunday Alliance

Greater Whitsunday Alliance is an independent regional economic development body that is an advocate for the collective Mackay, Isaac and Whitsunday region. Formed in January 2017, Greater Whitsunday Alliance has been established by the Greater Whitsunday Council of Mayors, comprising of Mackay, Isaac and Whitsunday Regional Councils.



“Greater Whitsunday Alliance is an opportunity for the Mackay, Isaac and Whitsunday regions to realise their full potential.”

Greater Whitsunday Alliance’s role is to champion the entire region and act as the regional ‘concierge’ to link and connect industry, business, government with the community to ensure growth and prosperity.

Stakeholders





Vision

Making the Mackay-Isaac-Whitsunday Region strong for generations.

Mission

To be the lead organisation that drives sustainable economic growth and promotes liveability for the Mackay-Isaac-Whitsunday Region.

Values

- ▶ Be committed, collaborative and visionary.
- ▶ Operate with integrity and agility.
- ▶ Conduct ourselves in line with our Vision, Mission and Values in everything we do.

Primary Objectives

Advocacy: Be the strongest voice and proponent for regional economic development opportunities.

Attract: Create links and alliances with government, investors and proponents to encourage investment in the region and attract an equitable share of government funding.

Drive: Sustainable economic growth and planning through co-ordination, facilitation and promotion of economic development activities and priorities.

Collaborate: Align and collaborate with key stakeholders including industry groups; business leaders; industry; all levels of government and the broader community to plan and manage key opportunities for the region.

Strategic Principles



Voice

Be the region's strongest voice for regional economic development opportunities and be recognised as politically strategic.



Influence all levels of government to achieve success in key priority areas

Ensure the region is aware, engaged and motivated by advocacy activities

Greater Whitsunday Alliance is regarded as the respected and credible economic development vehicle for the region



Connected

Connecting people, opportunities and ideas with key stakeholders to amplify investment in the region. Our role is to connect the dots of economic development for the region.



Achieve significant progress in key priority areas

Develop and maintain quality economic information and research to provide proponents with the tools for informed fact based decision making

Be the conduit between the private sector and all levels of government for regional investment



Reputation

Transform (promote) our region into one that is known for being easy to do business with and has the will to make things happen.



Elevate our regional reputation to a first port of call for both political and industry leaders

Be the B2B and G2B conduit



Sustainable

Create a region which is economically robust, resilient and values liveability as key priorities to ensure future sustainability.



Focus on strategies and projects which delivers jobs and stimulate all sectors of the economy

Pursue a diversification agenda to ensure that opportunities across all key industries are maximised



Growth

Grow the influence and strength of Greater Whitsunday Alliance through diversification of income streams and a focus on a clear, future-oriented, apolitical plan.



Develop a financial model to ensure success

Harness the passion of our high performance team to connect with stakeholders to achieve growth



“Making the Mackay-Isaac-Whitsunday Region strong for generations”

Key Priority Areas

Development, Infrastructure and Trade

Investment in region enabling infrastructure and supply chain improvements including ports, rail, aviation, roads, water, energy, mining and agriculture

Liveability

Development and promotion of critical social infrastructure to enhance lifestyle and sense of community

Knowledge Industries

Enhance and grow education and technology sectors

Resources

Optimise the potential of our resources sector through supply chain improvements and innovation

Tourism

Capitalise on and grow the brand equity of the Greater Whitsunday Region

Agriculture, Aquaculture and Biofutures

Drive the region as a peak primary producing economy

Development, Infrastructure and Trade

Investment in region enabling infrastructure – ports, rail, aviation, roads, water, energy, food

Collaborate with key stakeholders across the region to enable infrastructure planning and development in ports, road, rail, aviation and agrifood

Outcome

- Secure funding from the Federal and State for significant enabling transport and logistics infrastructure and services development
- See more regional projects added to the Australian Infrastructure Priority List and the Queensland State Infrastructure Plan
- Finalisation and development of master planning for the region's port facilities
- Assist proponents of Mackay Airport and Whitsunday Coast Airport to further their business case for expanded airport capacity and air services
- Achieve recognition for the importance of the hinterland to ports transport system with both the State and Federal Government
- Highlight the importance of the region's agrifood sector to Queensland and Australian economists through the Growing Greater Whitsunday Agrifood Initiative

Benefits

- Develop and improve regional supply chains which will result in new industry opportunities and jobs growth
- Road network upgrades
- Ensures availability of industrial land for development
- Meets a key objective for economic development in our region of achieving sustainable growth for generations to come
- Provides a strategic framework for maximising our region's port facilities efficiency and competitiveness
- Enables new trade and shipping opportunities for all ports in the region, taking the region's products to the world
- Increases passenger numbers from the international visitor market
- Provides expanded export air freight opportunities to the agricultural sector, connecting them with new markets
- Improved supply chains and increased sea and air links for regional trade
- Demonstrate the region has a diverse and highly productive agricultural sector strategically placed to realise its full potential

Advocate for regional water security and affordability

Outcome

- Elevate the importance of water security and affordability for this region and work with Governments to develop a regional water security plan

Benefits

- Guarantees water supply to support expansion of industry; potentially opens up more viable agricultural land and provides security to communities

Advocate for regional energy security and affordability – base load power development, renewables, biofuels

Outcome

- Elevate the important of energy security and affordability for this region and work with Governments to develop an economically sustainable regional energy security plan

Benefits

- Provides environmentally efficient and cost effective energy for industrial, agricultural and domestic development

Liveability

Development and promotion of critical social infrastructure and community

Drive the case for regional concessions to improve the affordability of regional housing i.e. first home owners grant on all regional housing

Outcome

- Stage 1 – engage local parliamentarians and elevate issue to the party room floor for consideration prior to the 2018 State election
- Stage 2 – continue to lobby government decision makers for issue to be added to regional issues /decentralisation agenda
- Stage 3 – secure time frame for action / decision

Benefits

- Improves attractiveness and liveability of the region encouraging people to relocate here
- Increases ability to attract skilled residents, retains young people and grows regional population

Collaborate with Greater Whitsunday Councils of Mayors to promote regional benefits and opportunities to attract people to the region

Outcome

- Facilitate inbound familiarisation tours of the region by media, politicians and other stakeholder groups
- Lobby government decision makers to add regional attraction campaign to regional / decentralisation agenda
- Identify critical elements deterring regional migration and develop innovative solutions to attract people

Benefits

- Assists in promoting the region from a tourism perspective
- Increased population provides critical mass to support regional initiatives

Promote the strength of the region to southern financial and banking sectors to encourage funding and lobby to reduce the risk profile

Outcome

- Secure meetings with banking institution key decision makers to present a state of the region presentation to dispel myths about the region's financial stability
- To have the region's profile declassified of risk

Benefits

- Relaxed lending policy will assist development and make it easier for home buyers and businesses to secure funding

Pursue urban renewal projects across the Greater Whitsunday Region

Outcome

- Regional centres recognised as having leading social infrastructure and services

Benefits

- Create a sense of community
- Adds to the attraction and retention of families in the region

Knowledge Industries

Enhance the education and technology sectors

Place the region at the forefront of innovation through facilitating partnerships and identifying opportunities which will deliver value for our economy

Outcome

- Secure Advancing Regional Innovation Program funding over 3 years
- Work with other proponents to develop and deliver a Collaborative Action Plan to grow the regional innovation ecosystem

Benefits

- Broadens the region's capacity and capability offering to a multitude of industries including mining, manufacturing, agriculture and services
- Improves recognition as an innovative region

Collaborate with CQU, JCU and other regional education, training and research institutions to continually improve education opportunities in the region

Outcome

- Establish a Resources Centre of Excellence at the CQU campus in collaboration with regional partners (RDA, RIN, MRC, DSD)
- Establish regional Agriculture and Marine Services Centres of excellence
- Develop additional student accommodation to meet the increasing demand from regional and international students

Benefits

- Elevates the region into one renowned for its educational offerings
- Diversifies the economy beyond reliance on traditional sectors of agriculture and mining
- Attracts and retains young people to live and study in the region





Resources

Optimise the potential of our resources sector

Identify, advocate and work with proponents for new mining and exploration projects within the Bowen Basin and Galilee Basin

Outcome

- Continuing investment in catalytic infrastructure projects
- Maximise local content and local employment
- Collaborate with RIN and other key industry groups to maximise opportunities for the regional METS sector

Benefits

- Stimulates regional job growth, adds value to existing industry and supports future expansion plans
- Maximises opportunities for the regional METS sector

Pursue defence contract opportunities in collaboration with RIN and other key industry groups to maximise opportunities for the regional METS sector

Outcome

- Secure meetings with Department of Defence and other key defence contracting companies to showcase the region's capacity and capability

Benefits

- Pivots our experienced METS sector into a new, potentially lucrative direction

Tourism

Capitalise on and grow the brand equity of the Greater Whitsunday Region

Working with the industry to attract strategic creative, sporting and cultural events to the region by promoting the region's capacity and capability to host world class events

Outcome

- The Greater Whitsunday region has a full calendar of sustainable events

Benefits

- Improves the liveability of the region for both residents and potential residents
- Significant regional economic spend 'flows on' from events

Ensure regional ports are on the itineraries of cruise ship operators

Outcome

- Successful collaboration with NQBP, Tourism Mackay, Tourism Whitsundays, Tourism and Events Queensland, Inbound tour operators, Australian Cruise Association and Maritime Safety Queensland to secure additional port calls

Benefits

- Strengthens the tourism industry and showcases the region's spectacular natural environment to the world
- Attracts repeat visitors to the region
- Delivers significant regional economic spend from additional calls and inbound tourism

Agriculture, Aquaculture and Biofutures

Drive the region as a peak primary producing economy

Work with agricultural industry stakeholders to identify development and innovation opportunities for the agriculture and aquaculture industries

Outcome

- Promote the region at international food expos to identify matches for the region's produce and make contacts for industry
- Supporting the achievement of Certification of Queensland produce for domestic and international market access
- Establishing a central commodities hub (regional distribution hub) for fresh and processed foods

Benefits

- Augments the region's existing agriculture and aquaculture success and amplifies diversification opportunities
- Expand domestic and international market access

Pursue Biofutures opportunities in the region

Outcome

- Support the growth of Wilmar BioEthanol in Sarina to reach estimated production of 60 million litres of ethanol per year
- Support the continuation of Mackay Renewable Biocommodities Pilot Plant, a pilot scale research and development integrated biorefinery for the conversion of cellulosic biomass into bioethanol and high-value biocommodities

Benefits

- Biofutures offer a renewable and environmentally beneficial alternative to existing conventional chemical and fossil fuel refining processes
- Repurposes the by-products of agricultural processes, or waste products that would otherwise require disposal or combustion
- Biofutures is seen internationally as the next wave of economic development, providing major opportunities for innovation, jobs and growth

Expand domestic and international market access

Outcome

- Successful development/improvement of existing facilities to allow for increased export opportunities

Benefits

- Jobs growth in the agricultural and logistics sectors and improved infrastructure making the region more attractive for ongoing investment



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