

My Mackay, Isaac and Whitsunday

Actions for a stronger region

Image: Kay Cash Photography

Building stronger regions

The Queensland Government has released the *Queensland Regionalisation Strategy* (QRS) to ensure population growth is well managed and its benefits are shared across the state.

The QRS aims to encourage economic development across Queensland's regions and strengthen and diversify local economies. To do this, it identifies a range of actions to be implemented across the state.

The statewide actions are supported by a set of actions for each region. The actions contained in this document are a snapshot of projects that will support and encourage economic growth in the Mackay, Isaac and Whitsunday region and sustain its enviable lifestyle.

Together the QRS, these regional actions and the *Draft Mackay, Isaac and Whitsunday Regional Plan* will maximise future opportunities for the region, setting strong foundations for regional growth and development.

Mackay, Isaac and Whitsunday region

The Mackay, Isaac and Whitsunday region has one of the fastest-growing economies in Australia. Positioned across three expanding economic zones, the region has a strong foundation in mining, agriculture and tourism. The region is well placed to diversify its industries, develop skills and expertise and lead innovation across major

sectors to remain globally competitive well into the future.

The region provides significant opportunities to mix work, leisure and family life, making it attractive to new residents.

The region's rate of forecasted population growth is 2.2 per cent each year until 2031, compared with the state average of 1.8 per cent.

Long-term priorities identified to sustain the growth of the Mackay, Isaac and Whitsunday region include:

- supporting growth and innovation across the economic zones of agriculture, tourism and energy
- capitalising on these strengths through value-adding and building expertise
- balancing growth with liveability
- providing opportunities for skills and training to strengthen the region's knowledge base
- supporting industry and business growth through innovation
- increasing road safety and strengthening transport corridors
- working with industry and local councils to provide more and varied housing at a range of prices.

Capitalising on the region's natural advantages is key to future success:

- The region is fast becoming a leader in engineering and mining services. Other up-and-coming industries include research and development in

bio-based products and alternative fuels to support a shift to a clean energy economy, which will provide major export opportunities.

- The region's natural advantages can also contribute to growth in new and renewed tourism products and experiences, particularly targeting emerging markets.
- The region can capitalise on the growing worldwide demand for high-quality food by continually adding further value to agricultural produce and increasing the industry's productivity.

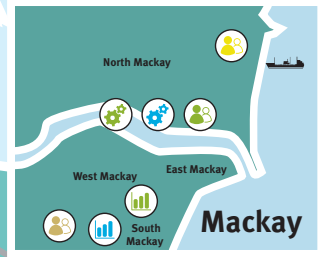
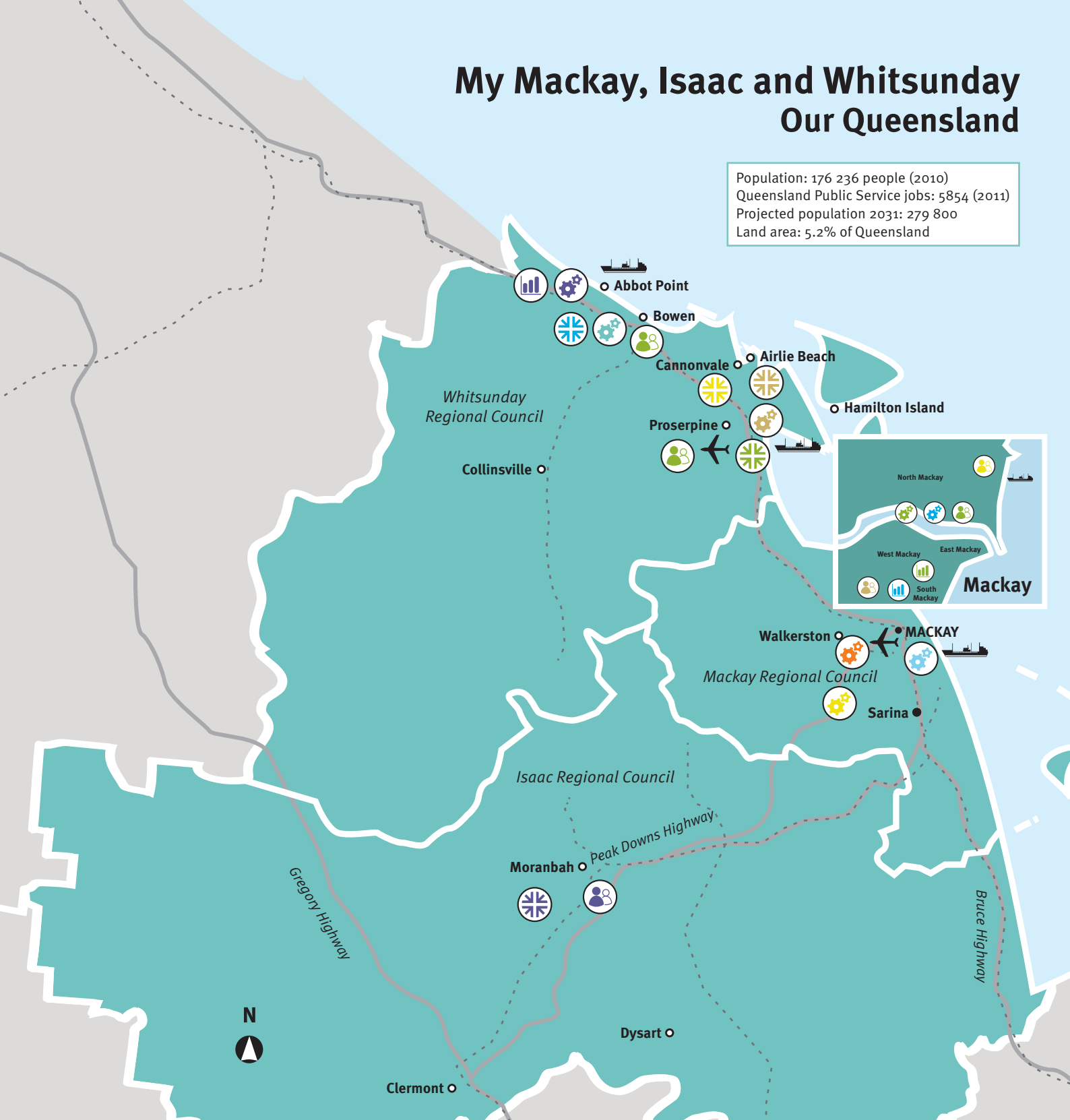
A strong and growing skills base is fundamental to realising all of these opportunities. The region's university and TAFE sector are finding innovative solutions to address skills shortages and upskill the workforce. Partnerships with industry that provide training pathways and opportunities for young people and the wider community are vital for ensuring everyone across the region has access to the opportunities growth brings.

Prosperous economies and communities rely on strong infrastructure. New opportunities in the Galilee and Bowen Basins in the west of the region will place further importance on west-east connections as goods travel to global markets.





Key actions that are included in this document support the priorities for the Mackay, Isaac and Whitsunday region.

My Mackay, Isaac and Whitsunday Our Queensland

Population: 176 236 people (2010)
 Queensland Public Service jobs: 5854 (2011)
 Projected population 2031: 279 800
 Land area: 5.2% of Queensland



Action categories

-  Infrastructure and services
-  People
-  Business
-  Partnerships















These icons represent some of the planned actions across the region.








Key

-  Port
-  Airport
-  Defence Force base
-  Railway
-  Highway or road

Regional actions for Mackay, Isaac and Whitsunday

The Queensland Government, in partnership with business, industry and other levels of government will deliver on the actions in this plan. **These are just some of the actions planned or underway in the region in the short, medium and long term.** To find out what other projects are happening in your region visit www.waytogrow.qld.gov.au

Action	What	Why	When	
	Infrastructure and services: Ensuring regional Queensland emerges more resilient from natural disasters and anticipates future growth to improve productive capacity and sustain long-term growth.			
	Dudgeon Point Coal Terminal investigations	Development of proposed new coal terminals at Dudgeon Point to add additional capacity of up to 180 million tonnes per annum.	Provide additional export facilities to meet the continued growth in Central Queensland coal production.	1–4 years
	Abbot Point Port investigations	Construct an offshore sheltered harbour with capacity for multiple berths and additional coal terminals.	Provide increased cargo handling capability to satisfy demand from Galilee and Bowen Basin coal developments.	1–4 years
	Fursden Creek Bridge (Glenella Connection Road)	Upgrade the Glenella Connection Road and the Fursden Creek Road bridge to Q10 flood immunity by providing a raised embankment and a bridge across Fursden Creek and the Pioneer flood plain.	Enhance connectivity for local community during moderate rainfall and high tides. Improve road safety, reduce road closure times and associated travel times.	1–4 years
	Bruce Highway Mackay Ring Road	Undertake planning for, and commence staged construction of, an alternative alignment of the Bruce Highway around the Mackay urban centre linking to the Port of Mackay.	Improve road safety and freight efficiency by removing conflicts between through and local traffic in Mackay.	1–10 years
	Proserpine–Shute Harbour Road improvements	Upgrade including duplication of sections from Paluma Road to Jubilee Pocket and intersection upgrades.	Improve road safety and increase capacity for key tourism gateway.	1–10 years
	Peak Downs Highway safety upgrades (including Eton Range)	Upgrade safety on Peak Downs Highway including Eton Range.	Improve freight efficiency and road safety to support the development of the Bowen Basin.	1–10 years
	Peak Downs Highway upgrades—Walkerston Bypass	Pre-project works and commence construction of a highway bypass at Walkerston.	Improve road safety and freight efficiency by removing conflicts between local and through traffic in Walkerston.	1–10 years
	Bruce Highway Bowen deviation	Plan and preserve a long-term corridor west of existing highway at Bowen.	Improve road safety and freight efficiency by removing conflicts between through and local traffic and improve alignment.	11–20 years
	People: Promoting regional communities as centres offering residents the full range of opportunities in life through career and education, as well as the amenities that contribute to liveability.			
	Mackay TAFE Trade Training Centre	New trade training centre for automotive, building and construction, engineering, furnishing and electrical industries.	Provide skilled workers to meet the employment demands of the region.	1–2 years
	Moranbah Youth Centre	Build the Moranbah Youth Centre.	Provide a safe and suitable location for youth services, activities and programs.	1–4 years
	Cyclone shelters	Construct multipurpose community buildings with Category 5 cyclone protection at Mackay, Bowen and Proserpine.	Improve access to safe and easily identified emergency shelters in the event of extreme weather conditions with community uses available at other times.	1–4 years
	New secondary school in the Mackay Northern Beaches area	Construct a new secondary school.	Meet local demand and accommodate the introduction of Year 7 into high school.	1–4 years
Region wide action	Mackay, Isaac and Whitsunday Nation Building Social Housing Initiative	Construction of dwellings in Mackay, Isaac and Whitsunday under the Nation Building Social Housing Initiative.	Increase supply of social housing across Mackay, Isaac and Whitsunday and generate additional employment in the construction industry.	1–4 years
Region wide action	Employment and training for Indigenous people	Facilitate greater economic participation, employment and education opportunities for Indigenous communities including maximising Indigenous opportunities through government procurement, employment processes and industry engagement.	Maximise employment and training opportunities for Indigenous people.	Ongoing
Region wide action	Improve housing diversity	Support the development of a range of housing options, including different dwelling types, sizes and designs to alleviate housing affordability pressures and to provide greater housing and lifestyle choices.	Increase availability of a diverse mix of housing to meet the needs of communities experiencing rapid population growth.	Ongoing

	Action	What	Why	When
	 Business: Supporting businesses to attract new investment to generate sustained employment opportunities and strengthen the economic base.			
	 Mackay region industrial land	Investigate the suitability of land at Rosella, south of Bakers Creek within the designated development area, for a future regional scale industrial area.	Ensure a supply of industrial land, supporting the expansion and diversification of industry in Mackay.	1–4 years
	 Mackay region industrial land acquisition	Acquire suitable sites near Mackay for future industrial development.	Ensure a supply of industrial land, supporting the expansion and diversification of industry in Mackay.	1–4 years
	 Abbot Point State Development Area	Continue to attract and facilitate projects in the Abbot Point State Development Area to support industry growth.	Diversify and grow the regional economy.	Ongoing
Region wide action	Resource development assessment	Assess the likely timing, size, location and workforce requirements of resource development projects in the Bowen and Galilee Basins to inform the work for Queensland initiative.	Support the liveability of resource communities in the Bowen and Galilee Basins by informing planning for growth.	Ongoing
Region wide action	Tourism opportunity plans	Support implementation of the <i>Mackay Whitsunday Regional Tourism Investment and Infrastructure Plan</i> .	Assist the tourism industry to grow and remain competitive into the future.	Ongoing
Region wide action	Streamlined investor access to government	Provide investors with streamlined access to government to attract investment and facilitate business expansion in Mackay, Isaac and Whitsunday.	Diversify and grow the regional economy to improve the resilience and liveability of the region.	Ongoing
Region wide action	Marketing regional Queensland	Work with regional leaders to promote the benefits of living and working in Mackay, Isaac and Whitsunday.	Assist in attracting residents into the region to provide the labour needed by local industry.	Ongoing
Region wide action	Business innovation	Deliver tailored business innovation services to targeted regional firms aimed at improving business performance, resilience, productivity and supply chain integration with the focus on key areas of economic interest and opportunity.	Improve the productivity and competitive advantage of local businesses.	Ongoing
	 Partnerships: Fostering partnerships at the local, state and national levels to promote coordination and drive local leadership.			
	 Airlie Beach Main Street upgrade	Undertake a revitalisation and beautification program for Shute Harbour Road and roundabout upgrade to divert traffic towards Waterson Way.	Improve road safety and modernise infrastructure which complements Airlie Beach's natural assets.	1–4 years
	 Cannonvale Waste Water Treatment Plant	Undertake a major upgrade to the Cannonvale Waste Water Treatment Plant.	Improve water infrastructure, build local capacity to accommodate growth and ensure positive environmental outcomes for Cannonvale.	1–4 years
	 Moranbah Sewage Treatment Plant	Implement the Moranbah Sewage Treatment Plant Augmentation and Effluent Reuse Scheme.	Improve water infrastructure, build local capacity to accommodate growth and ensure positive environmental outcomes for Moranbah.	1–4 years
	 Proserpine Waste Water Treatment Plant	Undertake a major upgrade to the Proserpine Waste Water Treatment Plant.	Improve water infrastructure, build local capacity to accommodate growth and ensure positive environmental outcomes for Proserpine.	1–4 years
	 Bowen Water Treatment Plant	Undertake a major upgrade to the Bowen Water Treatment Plant and supply infrastructure.	Improve water infrastructure, build local capacity to accommodate growth and ensure positive environmental outcomes for Bowen.	1–4 years
Region wide action	<i>Mackay Whitsunday Regional Water Supply Strategy</i>	Implement the <i>Mackay Whitsunday Regional Water Supply Strategy</i> .	Continue the strong partnership approach to the long-term planning of residential, commercial, rural and industrial water needs to achieve the best possible environmental, social and economic outcomes.	1–4 years
Region wide action	Mackay, Isaac and Whitsunday Regional Plan	Finalise and implement the statutory Mackay, Isaac and Whitsunday Regional Plan.	Provide a clear direction for delivering on the region's environmental, social and economic priorities.	1–4 years
Region wide action	Regional investment	Support development of a strong and cohesive regional identity and brand by working with regional economic development organisations through the Mackay Isaac Whitsunday Investment Attraction Strategy.	Diversify and grow the regional economy to improve the resilience of the region.	Ongoing

Community feedback

The QRS has been developed to share the benefits of growth across the state and support the economic growth and liveability of each region.

Public consultation was held from July to September 2011 to learn about the Mackay, Isaac and Whitsunday community's vision and ideas for the region. Key issues raised included: addressing the impacts of resource development projects and their workforces; supporting the liveability of the region; upskilling the region's workforce; and finding solutions to the strain on infrastructure and services particularly land, transport, water supply and housing.

This document has been developed to set the course for government investment into the future and to build a shared vision and plan of action with industry, other levels of government and regional leaders.

Building on solid foundations

It is vital that regions have the infrastructure, services and other support they need to realise the benefits of growth, while maintaining the unique characteristics and lifestyle that regional Queenslanders value about their local areas.

The Queensland Government has already undertaken a number of projects in the Mackay, Isaac and Whitsunday region to achieve the outcomes the community wants for the region. These include:

- Mackay TAFE Training facility at Central Queensland University
- completion of the Coppabella to Ingsdon rail duplication
- duplication of the Forgan Bridge over the Pioneer River in Mackay
- establishment of the Andergrove and Moranbah urban development areas
- a new kindergarten at Seaforth State School
- upgrade of the Whitsunday Coast Airport
- redevelopment of the Mackay Base Hospital.

These projects, some completed and others ongoing, reflect the positive work already underway to build liveable strong and vibrant communities in Queensland's regions. They provide a solid platform for the proposed regional actions which will build on this work to advance regional development.



Matthew and Steffii, Mackay

Mackay's Racecourse Mill leads the way in renewable biocommodities

Mackay is home to a unique renewable biocommodities research facility and leads the push to develop a globally competitive industrial biotechnology sector in Australia.

With the Queensland Government's support, the \$9.96 million Racecourse Mill Renewable Biocommodities Pilot Plant was opened in 2010.

The research facility attracts world-class researchers and innovative companies to test and develop new biofuel products and technologies.

The pilot plant is enabling commercialisation of new biofuel technologies and commercial investment in second-generation biofuel infrastructure in Queensland.

Investing in the industries and skills of tomorrow is part of a broader opportunity to transform from a coal corridor into a broader energy producer.

Implementing the QRS and regional actions

The QRS statewide actions and regional actions represent existing and new actions which together will help meet the Queensland Government's commitment to building stronger, more resilient and prosperous regions. The benefits of regionalisation will be realised in the short, medium and long term.

While many actions will be led by the Queensland Government, local partnerships with business, industry and other levels of government will be critical to their success. The Queensland Government will work with these groups throughout implementation and as part of the review process to ensure actions best meet local

priorities and needs. The actions will be reviewed and adjusted as needed to take account of progress and to address any significant social or economic changes.

The Queensland Government will keep the community informed about progress in implementing both statewide and regional actions.

Mackay Whitsunday Regional Development Australia Committee

The Regional Development Australia committees (RDAs) are a joint Australian and Queensland Government initiative to enhance the growth and development of Queensland's regions. RDA committees

champion development activities to bring the greatest benefit to their region and provide critical advice to government on priorities for regional development.

The Mackay Whitsunday Regional Development Australia Committee provides a link between the three levels of government and builds partnerships with other regional development bodies, community and not-for-profit groups and the private sector. The committee identifies and progresses regional priorities. Areas of focus for the Queensland RDA network include economic recovery, regionalisation, developing regional workforces and capitalising on the National Broadband Network.

A coordinated approach to planning for the region

The QRS and the actions in this document are closely connected to other activities being undertaken for the region. These include:

Draft Mackay, Isaac and Whitsunday Regional Plan

The draft regional plan was released this year for consultation, with the statutory plan due to be released early 2012. It will guide land use and development in the region over the next two decades. It provides a planning framework to help sustain the region's communities, strengthen its economy, inform the delivery of social services

and infrastructure, and protect its environment. In addition, it supports the QRS by providing the preferred pattern of land use and development within the region. Visit www.dlqp.qld.gov.au/miw for more information.

Queensland Infrastructure Plan (QIP)

The QIP—one of the statewide actions of the QRS—guides planning, prioritisation and sequencing of infrastructure across the state. It outlines the infrastructure needed to support and further encourage growth across Queensland's major regional economic zones. It is therefore strongly connected to the QRS and

provides detail on the infrastructure which will help meet the outcomes for each region. Visit www.dlqp.qld.gov.au/qip for more information.

Bruce Highway Upgrade Strategy (BHUS)

The BHUS—one of the statewide actions of the QRS—is a 20-year masterplan of planned and proposed upgrades to the Bruce Highway to improve safety, increase capacity and transport efficiency, and to boost flood immunity and reliability. Visit www.tmr.qld.gov.au/brucehighwayupgradestrategy for more information.

Koorelah Farms finding innovative ways to increase productivity

A Bowen family business established in the 1950s has grown to become one of the largest tomato producers in the region.

Koorelah Farms supply quality vine-ripened gourmet tomatoes to domestic and international markets.

The Bowen region more broadly supplies fruit and vegetables to Australia's entire eastern seaboard during the winter months.

Koorelah Farms is always looking for new ways to improve, and has consistently adopted new processes and technology.

Recently they have invested in state-of-the-art technology to grade the quality of tomatoes, which is cutting costs and increasing the quality of their product.



Mackay Regional Botanical Gardens