

GREDS


Prosperity 2030: Gladstone Region Economic Development Strategy

The Gladstone Region – A Diversity of Choice in Which to Work, Live and Invest



SGS
Economics & Planning



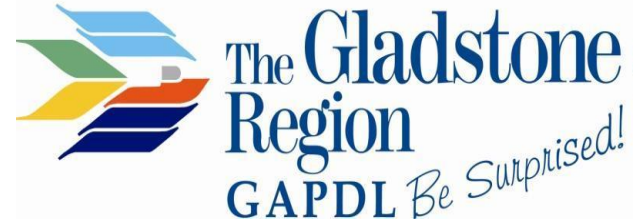
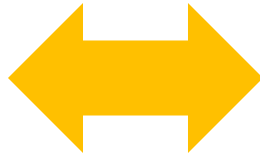
The Gladstone
Region
GAPDL *Be Surprised!*

Overview

- GREDS Background and Objectives
- Partnership Approach
- Intended Strategy Outcomes
- Economic Development Vision
- Strategies and Actions



Strategy Objective



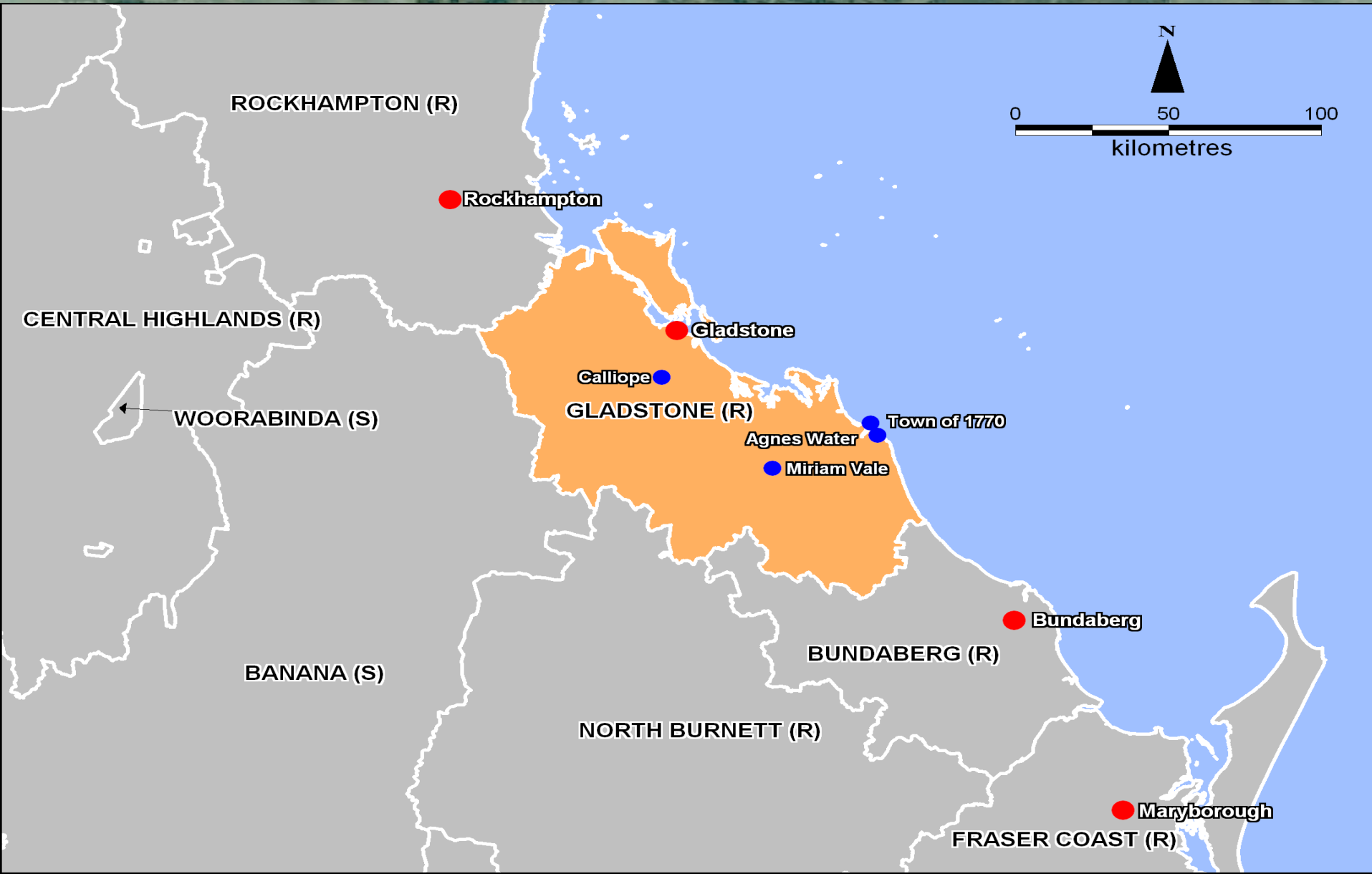
Partnership committed to delivering projects, programs and services in Economic Development and Tourism Management

Strategy Objective



Consistent with Council's Corporate Plan, the GREDS represents a commitment to **sustainable and responsible economic development** across the Gladstone Region....to maximise benefits that flow to the business and broader community

The Gladstone Region



GREDS

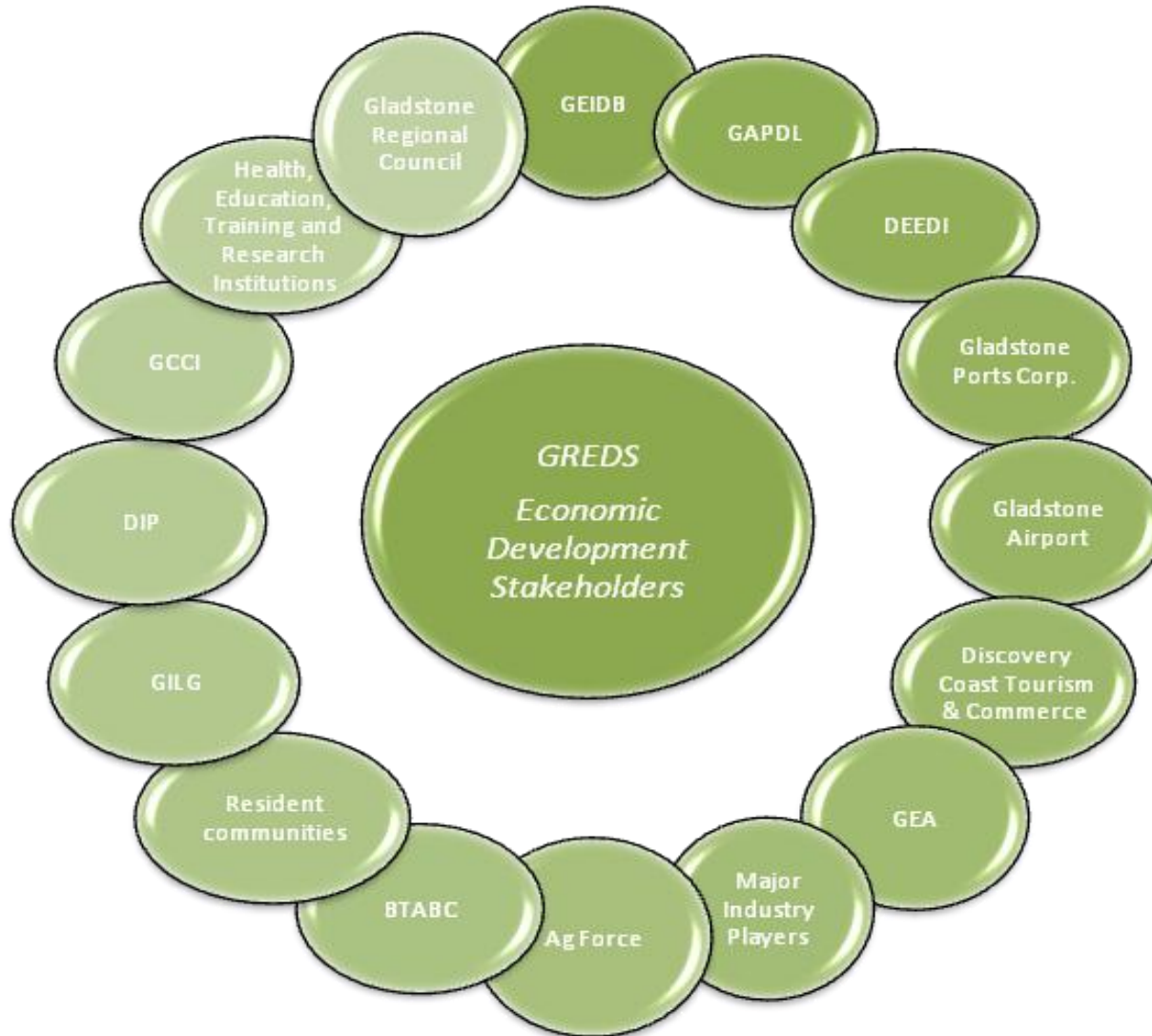
- A partnership of the region's agencies and representative organisations
- High level strategic document
- Plan of action for promoting and facilitation economic development



A Collaborative Approach



A Collaborative Approach



Strategy Outcomes

Socio-Economic Profile and Portrait

- Detailed understanding of the Gladstone regional economy
- Regional attributes, comparative strengths and weaknesses (SWOT)
- Promotional tool for marketing and investment attraction

Stakeholder consultation and consensus

- Articulation of organisational arrangements, roles and responsibilities
- A shared vision for the region's economic development
- Stakeholder ownership of strategy development process and outcomes

GREDS Implementation Action Plan

- Economic development priorities
- Economic development strategies, programs and activities
- Matrix of actions, tasks, roles and responsibilities
- Monitoring mechanisms / KPIs

Socio-Economic Profile



The Gladstone
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The Gladstone Region

The Gladstone Region begins approximately 450 kilometres north of Brisbane and extends up the Central Queensland coast some 200 kilometres. Gateway to the majestic and vibrant Southern Great Barrier Reef, fantastic fishing hotspots, amazing country adventures and pure national parks, the Gladstone Region is surely one of Queensland's, if not Australia's, best kept secrets.

The Gladstone Region offers a variety of lifestyle choices, from the coastal enclaves of Agnes Water and Town of Seventeen Seventy in the south, the rural townships and settlements of Calliope, Mount Larcom and the Boyne Valley, to the region's hub, Gladstone City and the rapidly growing communities of Boyne Island and Tannum Sands. Offering an appealing mix of quality country and city living, and served by a public and private hospital, 13 schools, the Central Queensland Institute of TAFE and Central Queensland University, as well as a diversity of retail, recreation, cultural, leisure and entertainment services and facilities, Gladstone is a truly energetic and growing regional city.



The Gladstone Region is home to a thriving 21st Century industrial base served by one of Australia's busiest ports, the Port of Gladstone. A major industrial cluster, where economic competitiveness is balanced with steadily improving environmental performance, Gladstone's development potential is underpinned by the 22,000 hectare Gladstone State Development Area, which offers a range of development-ready sites, established infrastructure and growing possibilities for economic development to drive the region's sustainable growth. And with recent and continuing investment in the LNG industry, which is expected to play an increasingly important role in global energy markets over coming years, the Gladstone Region's strong industrial growth looks set to continue.

Major industry in Gladstone is supported by the region's thriving and world-class engineering, construction and manufacturing sectors while the region's traditional agricultural base in cattle farming and horticultural production continues to underpin the Gladstone Region's economic base. Add to this the region's extensive tourism offerings and the Gladstone Region truly is a region of great diversity.

Gladstone City provides an access point for many of the region's rural and coastal tourism experiences such as the iconic Herron Island and is also home to one of Australia's premier freshwater fishing locations, Lake Awoonga. To the south lies the burgeoning townships of the Discovery Coast and the secluded beaches of Agnes Water and Town of Seventeen Seventy with access to Wilson Island, while to the west a variety of genuine country tourism experiences are offered in and around the towns that dot the Miriam Vale area.

The Gladstone Region is well served by the Bruce Highway with several key access points and the Gladstone Airport makes the region accessible by air while train and coach services run regularly to and from the region. The Gladstone Region embraces and values its rich history and heritage while keeping an on eye to the future as it evolves into a modern and sophisticated 21st Century community. The region has been and will continue to evolve, and its recent and anticipated population and employment growth is testament to the continuing opportunities that the Gladstone Region presents as a location of choice in which to work, live and invest.

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Economic Development Vision

- The GREDS recognises community visions developed for the Gladstone Region as part of the **Vision 2028** process:

“The Gladstone Region will be recognised, nationally and internationally, as a sustainable ‘region of choice’ for achieving the best integration of large industry and commerce, environment protection and community wellbeing.

We will be renowned for balance: a friendly, clean and vibrant place in which to work, live and raise a family.”

Economic Development Vision Elements

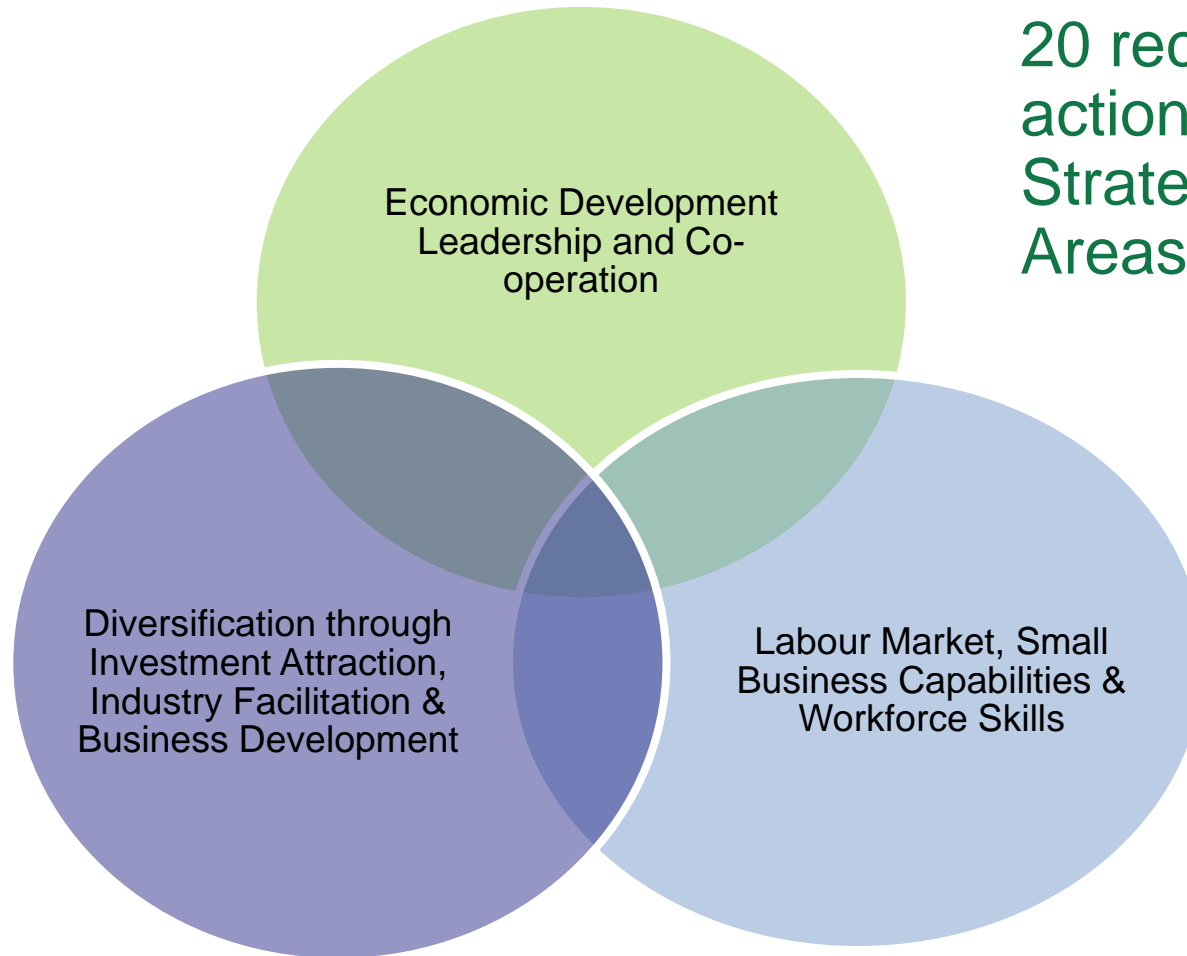
- Continue to grow and **diversify** the Region's economic base.... retail, services, agriculture and tourism...
- Provide sustainable **employment and career opportunities**
- Appeal as a place in which to **work, live and do business** underpinned by the Region's **lifestyle attributes**
- Values of strong **leadership, environmental sustainability, cultural diversity, community well-being, social inclusion...**

Economic Development Vision

The Gladstone Region – A Diversity of Choice in Which to Work, Live and Invest

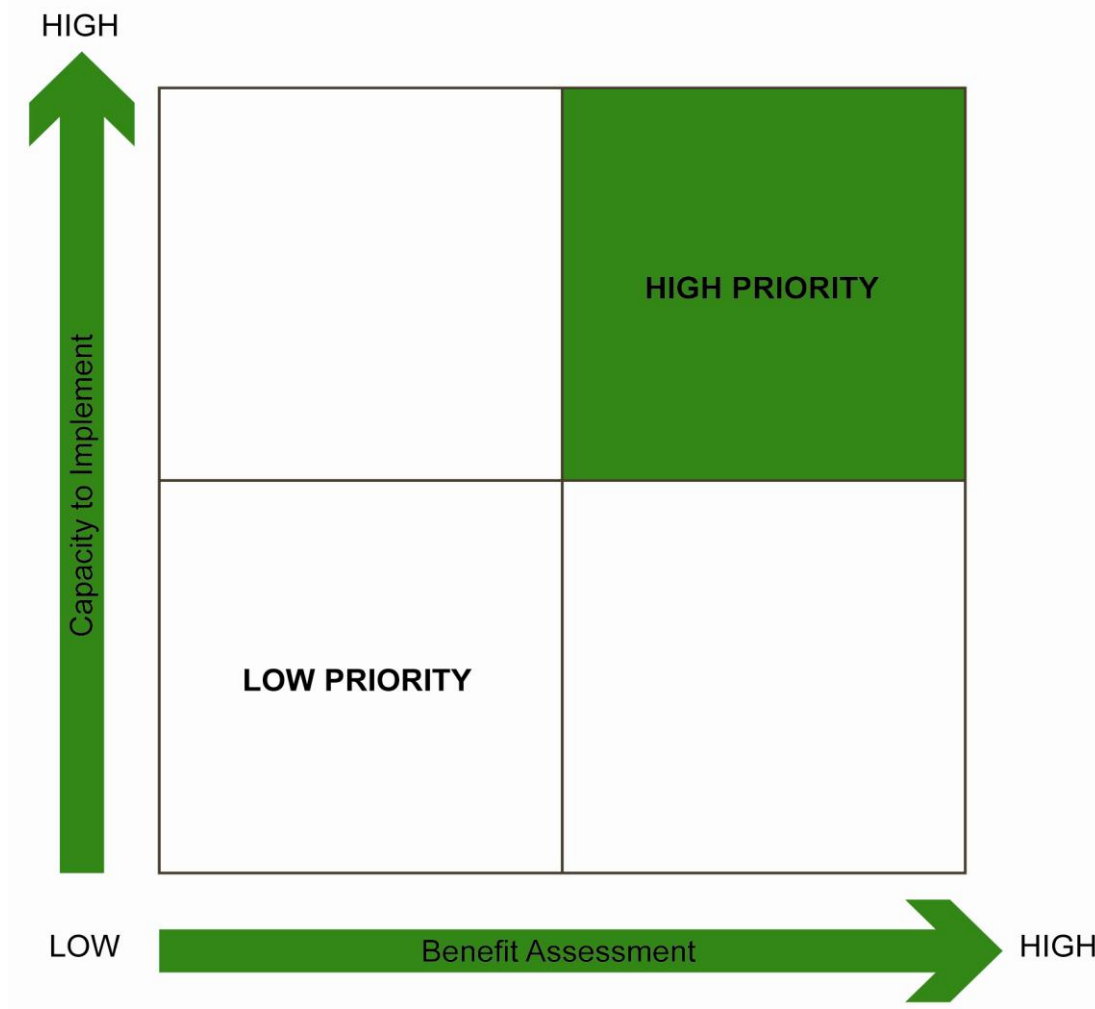


Three Strategic Activity Areas



20 recommended actions in three Strategic Activity Areas

Identification of Priorities



Actions

Action Area 1

Economic Development Leadership and Co-operation



Action Area 1

- 1.1 Formalise a *Gladstone & Region Economic Partnership* to Co-ordinate Regional Economic Development Activities
- 1.2 Continue to Facilitate Large Scale Industrial Development Projects and Maximise Economic Potential of Gladstone's State Development Area and Port Assets
- 1.3 Establish Formal Working Relationship with Fitzroy and Central West RDA Committee
- 1.4 Publicise Findings of the Gladstone Region Economic Development Strategy
- 1.5 Convene an Annual Gladstone Region Economic Development Summit
- 1.6 Develop and Implement a Gladstone Region Business Leadership Program

Actions

Action Area 2

Diversification through Investment Attraction, Industry Facilitation and Business Development



Action Area 2

- 2.1 Establish Operational Framework and Secure Resources to Develop the Gladstone Region's Strategic Economic Capacity Building Infrastructure Priorities
- 2.2 Design, Formalise and Co-ordinate Regional Branding, Promotional Product(s) and a Communications Strategy
- 2.3 Maintain and Disseminate Key Economic Performance Indicators for the Gladstone Region
- 2.4 Grow the Gladstone Region's Export Capacity and Facilitate Export Market Development for the Region's Small to Medium-sized Enterprises
- 2.5 Establish, Resource, Implement and Monitor a Region-wide Tourism Development Plan

Action Area 2

- 2.6 Establish, Resource, Implement and Monitor a Region-wide Agricultural Industry Development Plan
- 2.7 Prepare a Whole-of-Gladstone Region Retail Diversification & Revitalisation Strategy
- 2.8 Prepare Local Community Vision and Development Plans
- 2.9 Progress the Recommendations of Gladstone Region Industrial Land Strategy for General / Service Industry

Actions

Action Area 3

Labour Market, Small Business Capabilities and Workforce Skills



Action Area 3

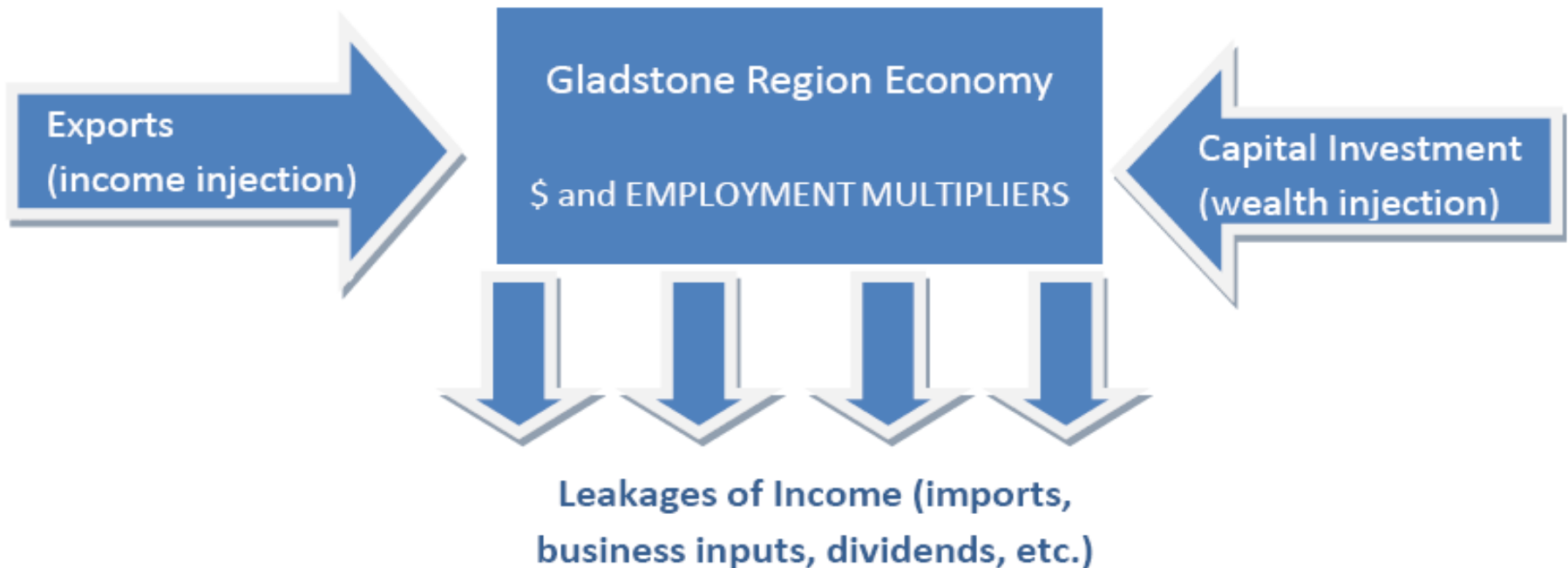
- 3.1 Establish Operational Framework and Secure Resources to Respond to the Region's Significant Workforce and Labour Market Challenges
- 3.2 Facilitate Local Industry Skill Development and Supply Chain Opportunities
- 3.3 SME Support, Promotion and Acknowledgement of its Economic Contribution
- 3.4 Foster Industry Sector Business Clusters and Networks
- 3.5 Facilitate Training and Develop Infrastructure to Expand Local Construction Workforce

Action Plan Re-Cap

- Formalise regional partnership by leveraging existing relationships and goodwill
- Publicise and continually communicate GREDS findings and progress (summit, publications, liaison)
- KPIs
- Co-ordinated regional branding and promotion
- Continue to facilitate Large-scale Industry
- Resource 'Economic Capacity Building' Infrastructure
- Labour Force Skills and Supply Chain support

Action Plan Re-Cap

Pre-conditions for Gladstone Regional Economic Prosperity



Gladstone Region Economic Development Strategy (*GREDS*)



Sasha Lennon

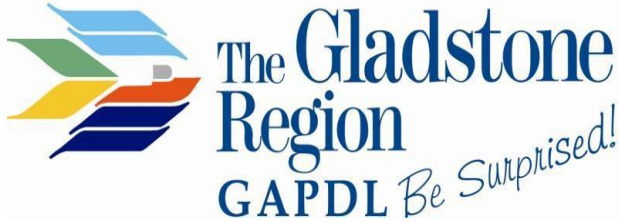
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Gladstone Region Economic Development Strategy (*GREDS*)



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