

2021-2022 REPORT CARD

RDA GW VISION

A region with a positive domestic and global identity, where its people are connected to each other and the landscape, and where diversity and innovation are supported by leading development and growth opportunities. Mackay Isaac Whitsunday (MIW) is a great place to live, work, learn, play, and invest.

RDA GW support development, growth, trade, and investment in MIW by:

- **Advocating** for the MIW region and regional opportunities with government, stakeholders, investors, and community.
- **Encouraging** individuals and groups to do business with the MIW region and its community.
- **Partnering** with and facilitating stakeholders and key initiatives to realise desired regional outcomes.
- **Understanding** and informing strategic decisions by collating and understanding qualitative and quantitative data and information.

MESSAGE FROM THE CHAIR

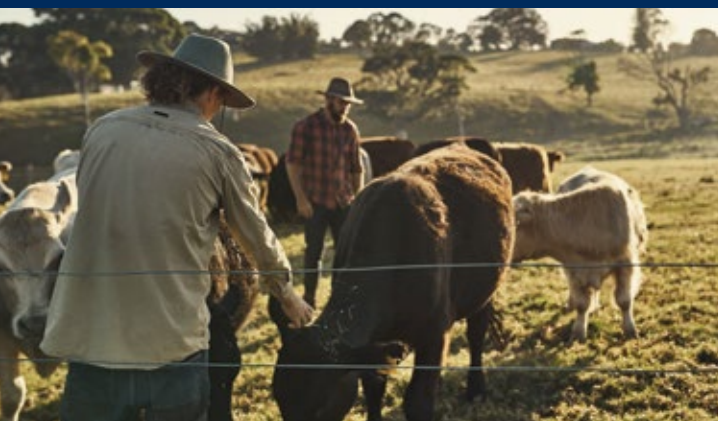
I am very pleased to present this Regional Development Australia - Greater Whitsundays (RDA GW) first Annual Report Card for 2021-2022. This report card is intended to provide an overview of the work undertaken over the past year by the RDA staff and committee members.

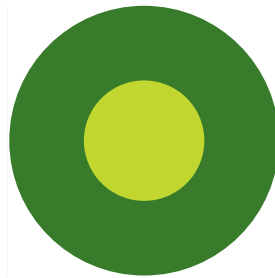
I am very proud to be the Chair of an organisation that has collaboration and partnership as its DNA. As RDA GW, our role is to support economic development through understanding our region, partnering with other organisations and agencies around growing new initiatives, sharing our collective knowledge, networks and expertise and advocating for the Mackay Isaac Whitsunday region at every turn. Undoubtedly, the Regional Roadmap stands out in this reporting period

as an achievement, however, the engagements and collaborations we have had on this initiative, and many others, really stand out as the highlight for me.

You will also find quite a number of statistical indicators and data in this report card, which is useful to assist in building a well informed and broad understanding of our region. Having said that, and although these numbers are important, the one thing I would like everyone reading this report card to note is that the "Greater Whitsundays is a region like no other. It is the 'Golden Goose' in the Queensland and Australian economic landscapes and will always deliver a fantastic return on investment".

Professor Pierre Viljoen, RDA GW Chair





KEY PROJECTS DELIVERED

- Greater Whitsundays Regional Roadmap
- Mackay Isaac Whitsunday Regional Promotional Video
- Launch Whitsundays Aerospace Launch Site Development

COLLABORATIONS

RDA GW has supported **29** key initiatives in the region

COMMUNITY ENGAGEMENT

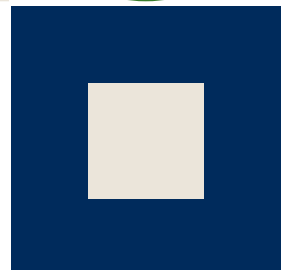
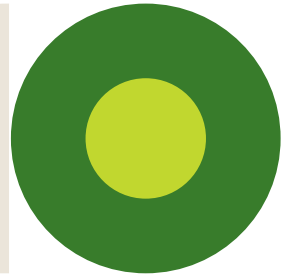
- Greater Whitsundays Regional Roadmap Workshops
- Global Export Centre Presentation
- AgTech Workshop
- RDA Meet and Greets - Whitsunday and Isaac

FINANCIAL SUPPORT

RDA GW has invested in **11** projects in the region

PARTNERS

RDA GW partners with **79** organisations to support and promote economic development in the region



REGIONAL ROADMAP AND KEY ENABLERS

The Greater Whitsundays Regional Roadmap provides a secure and prosperous economic investment prospect.

The Roadmap recognises that economic prosperity requires planning and commitment from government and the private sector but it also demands attention to raising the liveability and wellbeing of the region's existing and future community and visitors. A principal element in the process of developing the Roadmap was recognising that liveability had to extend beyond job creation. The Roadmap is not an extensive list of priority projects. It calls for supporting programs that will address many of the principal challenges of the region, notably access to a wide range of community services, supporting and delivering affordable housing and creating training and skills pathways to retain and attract talent.

The Roadmap identifies discrete enablers that will transform and catalyse economic and community benefits. The enablers consist of projects, policies and programs across a range of sectors and timeframes, including the short-term of the next three years, the medium-term from 2025-2027, and the long-term from 2028-2032.

But the region is not without its challenges. This Roadmap has been developed to position the region smartly for future growth, in a way that will improve economic prosperity and community wellbeing over the next decade.

This Roadmap was developed through a highly collaborative process with a range of stakeholders across industry, education and governments. It focuses on building the competitive advantages of the region and elevating the range of opportunities that present themselves now and in the immediate future in the sectors of agribusiness, energy, water, aerospace and aviation.



VIEW THE GREATER WHITSUNDAYS REGIONAL ROADMAP
www.rdagw.org.au/economic-development-roadmap

KEY STATISTICS (AS AT 30 JUNE 2021)

REGIONAL SNAPSHOT

- 90,140 SQ KM Mackay Isaac Whitsunday region
- 175,842 population, with average annual growth rate for the past 10 years of 0.2%
- Median age of 38 years
- Population projected to be 229,260 persons as at 30 June 2041
- 10,827 persons (or 5.99%) identified as Aboriginal and/or Torres Strait Islander
- 42,738 families - 43.6% of total families were couple families with children
- \$46.7 billion regional economic output per year
- 1.9 million visitors annually - in the Whitsundays, 1 in 4 jobs are aligned to the tourism sector
- Largest coal mining deposits in Australia
- Beef, sugar, horticulture, grain and aquaculture production are key agricultural industries
- Access to 2 universities, 2 major VET training developers and providers, 5 training colleges and 93 primary and secondary schools
- 3 major marine ports and 4 interstate airports
- 8 hospitals and 4 community health facilities

BUSINESS SNAPSHOT

According to the Queensland Government Statistician Office, in 2021 - the MIW region had 15,454 businesses.

Business counts by employment size

- 8,799 (57%) sole trader (no employees)
- 4,440 (29%) employ 1-4 staff
- 1,729 (11%) employ 5-19 staff
- 477 (2.4%) employ 20-199 staff
- 10 (0.06%) employ 200+ staff

Business counts by turnover per annum

- 3,762 (24%) turnover less than \$50K
- 1,932 (13%) turnover \$50K-\$100K
- 2,577 (17%) turnover \$100K-\$200K
- 3,236 (21%) turnover \$200K-\$500K
- 2,676 (17%) turnover \$500K-\$2M
- 1,225 (8%) turnover \$2M and more

EMPLOYMENT/UNEMPLOYMENT

Unemployment

- 2,417 (2.4%) unemployed persons in January quarter 2022, compared to state average of 5.3%
- Within the region, Whitsunday LGA had the highest unemployment rate of 3.0% and Isaac LGA had the lowest unemployment rate of 0.9%

Employment

- 97,000 (71.5%) employed persons in the region
- Employment growth over the past 12 months was 0.7%, compared to state average of 5.5%

