

GREATER WHITSUNDAY

Regional Development Roadmap



Regional Development Australia Greater Whitsundays acknowledges the Australian Aboriginal and Torres Strait Islander peoples of this nation. We acknowledge the traditional custodians of the lands on which companies in our footprint are located and where they/we conduct our/their business. We pay our respects to ancestors and Elder, past and present. RDA GW is committed to honouring Australian Aboriginal and Torres Strait Islander peoples' unique culture and spiritual relationships to the land, waters and seas and their rich contribution to society.

RDA GW acknowledges the traditional custodians of the land wherever we gather today, tomorrow, and onwards. RDA GW pay our respects to the Elders past and present, for they hold the memories, the traditions, the culture and hopes of Aboriginal and Torres Strait Islander peoples across the nation.

RDA GW acknowledges and respect their continuing culture and the contribution they make to the life of this city and this region. We recognise and respect their cultural heritage, beliefs, and relationship with the lands, which continue to be important to all Aboriginal and Torres Strait people living today.

The RDA GW would like to thank the Department of Infrastructure, Transport, Regional Development and Communications and Greater Whitsundays Council of Mayors for their funding support and following working group members who have helped direct and prepare the Roadmap - Pierre Viljoen, Jeff Stewart-Harris, Rob Cocco, Rod Ferguson, Michael Thompson, Neil McGaffin, Karen May, Nikki Wright, Adrienne Burke, David McKendry and Kylie Porter.



A Collaborative Regional Development Roadmap and Shared Vision for the Greater Whitsunday Region.

The Greater Whitsunday region hosts some of the world's most stunning landscapes and is home to vibrant industries and resilient communities. Ensuring the region is in the best possible position to build on its existing assets and be ready to drive regional development is essential. This Roadmap provides the basis for developing this readiness and prioritising the key economic and social enablers.

The region has had a strong track record of economic performance driven by the resources, agriculture and tourism industries and has tended to weather economic and natural shocks and cycles extremely well.

This resilience is in fact one of the strongest qualities of the region and explains the attraction for government and industry investment. Typically, the return on investment for a dollar invested yields multiple dollar returns.



In short, Greater Whitsunday provides a secure and prosperous economic investment prospect.

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

This Roadmap has been 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.



The Region's Roadmap Vision

In 2032 the Greater Whitsunday region is abundant with lifestyle, education and employment opportunities. As leading industry innovators, we collaborate across the region to distribute our food, resources, research, and knowledge worldwide.

Key Challenges

The Greater Whitsunday region benefits from multiple competitive advantages, but it also has its challenges. Engagement with stakeholders identified the following key challenges:

- **Regional connectivity** - integrated transport infrastructure to allow seamless movement across the region; enhancing the role and function of the region's airports; and addressing digital connectivity.
- **Affordable housing pressures** - having access to a ready supply of diversified affordable housing products in both the rental and owner occupied sectors.
- **Dealing with the potential impacts of climate change** and facilitating a low and zero-carbon future.
- **Addressing skills development** - creating the right programs and project opportunities to up-skill, attract and retain a vibrant workforce in the region and aligning skills with the region's future economy.
- **Enhancing the region's image** - elevating the narrative and focus on the multiple benefits and returns from investing in the region.
- **Water security** - managing access to sustainable water supplies for growing population and industries.
- **Economic transformation and diversification** - creating and supporting new markets and new technology that align with the region's aspirations.
- **Tourism recovery** - preparing for the return of international tourism and broadening the sector offer as a means of diversifying the region's employment base.

Focus for Regional Growth: Strategic Themes



Our liveability and wellbeing



Prioritising and delivering regional infrastructure



A workforce trained in the region for the region



A productive and competitive region

Catalysts for Regional Growth: Enablers

The enablers are the fine detail of the Roadmap. They include policies, programs and projects that shape and deliver the desired future vision and catalyse additional development in the region. The Roadmap has identified eight separate sectors incorporating the enablers.

- Aviation & Aerospace
- New Industry
- Sports & Recreation
- Digital & Telecom
- Regional Health Services
- Water & Energy
- Housing
- Regional Transport & Freight

REGIONAL GROWTH ENABLERS	THEMES ADDRESSED
NEW INDUSTRY - Delivering new industry opportunities from regional competitive advantages	
Critical Minerals Testing and Commercialisation Centre	
Greater Whitsunday Biofutures Precinct	
HOUSING - Creating the conditions for an affordable dwelling supply that means regional needs and demands	
REGIONAL TRANSPORT & FREIGHT SOLUTIONS - Connecting the region to deliver safe and efficient transportation of goods, services and people	
Missing Link - Upgrading a 22km stretch of road between the Nebo Range and Walkerston Bypass	
Regional Transport & Freight Strategy	
Bowen Marine Industrial Precinct	
AVIATION & AEROSPACE - Leveraging the significant regional advantages for the development of existing and new aviation and aerospace industry and skills enhancement	
Aviation Training Academy	
Abbot Point Aerospace Launch Facility	
WATER & ENERGY - delivering affordable and resilient water and energy to the region's communities and industry	
Bowen River Utilities - The Urannah Project	
Water for Bowen Pipeline Feasibility and Raising the Burdekin Dam	
Revaluation of the Connors River Dam	
Gas Supply to Mackay and Abbot Point Feasibility Assessment	
Increasing Rural Water Usage and Maximising Economic Return	
REGIONAL HEALTH SERVICES DEVELOPMENT - Delivery of enhanced health services for community wellbeing	
Moranbah Hospital Redevelopment	
DIGITAL & TELECOMMUNICATIONS - Developing digital infrastructure to support an innovative regional economy and connect the community to the world	
SPORTS & RECREATION - Ensuring sports is accessible to all. Sports and recreation supporting direct sports related sales and services, boosting international trade, supporting regional reputation, improving health and social wellbeing, and encouraging discipline, teamwork and competitive spirit	
Greater Whitsundays Sports Centre of Excellence	
Greater Whitsundays Trail Network	