Our Mackay region
Part of the Mackay Isaac Whitsunday region
Mackay region stats

Population growth
The Mackay population is anticipated to rise from more than 123,383 to 200,000 over the coming decades.

GRP
Mackay has a gross regional product of $6.765 billion.

Exports
Mackay exports a staggering $5.051 billion worth of goods.
Average annual growth rate
Mackay region and Queensland (1933-2011)

Source: ABS Catalogue 3105.0.65.001 Australian Historical Population Statistics, 2014
Services hub

Mackay is regarded as a “services hub” of the Mackay Isaac Whitsunday region.

Key services include tertiary education, government services, retail, health and aged care services.

Mackay’s airport is the fifth busiest airport in Queensland
Key industries

Construction, transport, accommodation, food services and mining sectors are key industries that drive our economy.

We’re part of one of the largest winter-produce-growing regions in Australia, and a key producer of grain and beef.

We produce an array of products from tropical fruits to award-winning rum.

CQUniversity Mackay is Queensland's first Comprehensive University
We produce more than a third of Australia's cane sugar
One of largest coal ports in the world
World-class marina and multi-cargo port
Paget industrial park – Mackay’s ‘Silicon Valley’
## Recent major projects

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>CONSTRUCTION PHASE</th>
<th>AT ITS PEAK EMPLOYED</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mackay Water Recycling Project</td>
<td>2007 to 2010</td>
<td>450</td>
<td>$154M</td>
</tr>
<tr>
<td>Edmund Casey Bridge</td>
<td>2007 to 2009</td>
<td>-</td>
<td>$42.9M</td>
</tr>
<tr>
<td>Forgan Bridge duplication</td>
<td>2008 to 2011</td>
<td>-</td>
<td>$148M</td>
</tr>
<tr>
<td>NDRRA road works</td>
<td>2008 to 2012</td>
<td>Various contractors</td>
<td>$306M</td>
</tr>
<tr>
<td>Mackay Airport</td>
<td>2009 to 2015</td>
<td>-</td>
<td>$68.5M</td>
</tr>
<tr>
<td>Base Hospital Upgrade</td>
<td>2009 to 2014</td>
<td>380</td>
<td>$405M</td>
</tr>
<tr>
<td>Jilalan Rail Yard Upgrade</td>
<td>2010</td>
<td>-</td>
<td>$300M</td>
</tr>
<tr>
<td>Caneland Central expansion</td>
<td>2010 to 2011</td>
<td>750</td>
<td>$230M</td>
</tr>
<tr>
<td>Hay Point Expansion Project (HPX3)</td>
<td>2012 to 2015</td>
<td>1700</td>
<td>Approx budget US $2.5B</td>
</tr>
<tr>
<td>Puma Energy Fuel Terminal</td>
<td>2013 to 2014</td>
<td>-</td>
<td>$70M</td>
</tr>
</tbody>
</table>
City Centre Revitalisation

> Stormwater drainage system upgrade
> Underground services (Telstra, Ergon)
> New footpaths and lighting
> Creating new outdoor dining areas
> New landscaping
> New public toilet facility
> New street furniture and public art
Pioneer River activation

- Award-winning Bluewater Trail
- JetStorm jet boat tours
- Bluewater Quay pontoon
What is economic development?

Economic development is a sustainable increase in living standards that delivers increased income, better education and health as well as environmental protection.

Incorporating Economic Development into Local Government Planning (LGAQ 2006)

Core council economic development achievements

> Mackay Regional Council Economic Development Strategy 2015-2220

> Corporate Plan 2015-2020
Economic Development Strategy (EDS) 2015-2020

Our EDS sets the framework for enhanced growth and development that aims to strengthen the economic base of Mackay by creating partnerships and alliances with government, business, investors and industry and establish the region as part of the global community.

This document is a collaboration between council and key stakeholders in Mackay.

Stakeholders were engaged and consulted through the process.
**Background**

In April 2015, council’s Economic Development program engaged AEC Group to assist in the preparation of the EDS.

Extensive consultation was then completed and more than 20 interviews held with key external stakeholders.

AEC Group presented the preliminary results and council endorsed the recommended strategic directions.

The Draft EDS was presented to council on June 10, further expanding on the adopted Strategic Directions and detailing the actions to be completed.
Our roles in Economic Development

The role of Council is to encourage and facilitate business and industry investment by providing an environment where local enterprise and industry thrives and flourishes.

The main ways in which MRC can influence and facilitate economic development outcomes is through their key functions of:

> Advocacy
> Facilitation
> Regulation
> Planning
> Provision of services
Our Strategic Directions

Consultation with key regional stakeholders identified one comprehensively supported goal – a more diversified economy – for Mackay.

Four Strategic Directions will steer economic development in Mackay.
Our four Strategic Directions

01. Co-ordinated & Proactive Regional Planning
02. Create a Positive Attitude
03. Enhanced Local Business Skills
04. Investment Attraction
Our opportunities: The way forward
Relationship of key economic influencers:
Our vision

“Capitalise on our strengths and create opportunities”

“Build an informed, involved, connected community”

“Work together to promote and build one of the leading communities in North Queensland”
Our Corporate Plan 2015-2020

This document outlines the shared vision for our region and our commitment to making Mackay an even greater place to live and work.

As a council we will:
> Advocate for our region to attract investment
> Improve services
> Secure funding
> Lead by example.

This plan continues on the economic revitalisation of our City Centre and identifies the areas we want to focus on over the next five years.
Corporate Plan priorities

> The economy
> Community pride
> Regional identify
> Health and wellbeing
> Environment
> Infrastructure
> Lifelong learning
> Organisational performance
Partnerships a priority for council

Recent successful partnerships this year forged between council and our business community have resulted in the following outcomes:

> MIW (Mackay Isaac Whitsunday) Food and Agri-tourism Project
> Resource Industry Network (RIN) Portal
> Bigger, Better, Stronger Business Growth Conference
> Mackay’s first Startup Weekend
> Regional Development Group
> Diversify Mackay Leadership Alliance
MIW Food and Agri-tourism Project

Vision:
Foster the development of a vibrant regional food culture that underpins the tourism experience and provides diversification opportunities for agribusiness.

Objectives:
Increase business-to-business engagement between agriculture and tourism sectors to harness opportunities.

Provide producers, farmers, growers and the commercial food service sector a pathway for them to create regional differentiation.

“In ten years time, our region should be known for our incredible food experiences, not just mining.”
Shontae Moran, Double D Beef, Clermont
MIW Food and Agri-tourism Project outcomes

Outcomes:

Create a Strategic Action Plan that will be a roadmap for regional stakeholders to support the development of a regional food culture.

It will identify actions, stakeholders and tools that can help to resolve issues and impediments to this process.
Resource Industry Network (RIN) Portal

Working together to build sustainable communities

Welcome to Resource Industry Network’s Capability & Procurement Portal. We aim to promote the extensive capabilities and capacity that the region has to offer and connect local businesses and industry in order to develop a sustainable and diverse economy for our region.
Resource Industry Network (RIN) portal

This online facility (at http://industryprocurementportal.com.au) aims to promote the extensive capabilities and capacity that our region has to offer and connect local businesses and industry in order to develop a sustainable and diverse economy for our region.

> Funded by council and created in partnership with Rio Tinto and the Resource Industry Network.
Bigger, Better, Stronger Business Growth Conference

A two-day session-style program that encouraged delegates to feel inspired, be educated and workshop their current business challenges (or opportunities).

The delivery of this conference is testament to what can we can achieve within – and for – our community by working collaboratively.

> A partnership with Mackay Chamber of Commerce.
Mackay’s first Startup Weekend

> Startup Weekend has held 1500+ events in 150+ countries around the world.

> Participants (budding entrepreneurs) were provided the valuable opportunity to pitch ideas, network and brainstorm, develop prototypes, and present them for critical group feedback.

> Council’s Economic Development program was a premier sponsor of this event.
Regional Development Group (RDG)

Mackay, Isaac and Whitsunday councils joined forces with several regional economic organisations to form the RDG.

The group is focused on developing regional messaging for promotional purposes, co-ordinating regional projects and collating and maintaining a regional register.

This entity includes representatives from:
> Department of State Development
> Whitsunday Marketing and Development Ltd
> Regional Development Australia and Mackay Tourism Ltd.
Diversify Mackay Leadership Alliance
Diversify Mackay Leadership Alliance

Pillar groups:
> Mining and defence services
> Infrastructure and construction
> Agriculture
> Tourism and wellbeing
> Education, training, research and innovation
DMLA Charter

Diversify Mackay is a community collaboration and formal leadership alliance of business, industry, community organisations and government working together, as one voice, to create a sustainable future for the people of Mackay.
DMLA Principles

Build consensus – developing a common vision, goals and objectives, sharing information and joint support of projects

Communication – foster understanding, coordination, cooperation and alignment of purpose and outcomes

Diverse membership – this ensures membership is balanced and representative of all interests

Resourcing – partners will collectively identify resources in and outside the Alliance to fund activities or projects

Support existing efforts – the Alliance enhances rather than duplicates the efforts of existing public and private organisations
DMLA Support Team

EX-OFFICIO
Debra Howe
Council’s Economic Development Manager

EX-OFFICIO
David McKendry
Council’s Executive Officer

OBSERVER
Nikki Wright
Regional Director Regional Services – North Region, Department of State Development

OBSERVER
Ben Wearmouth
Chief Executive Officer - Regional Development Australia Mackay Isaac Whitsunday
DMLA and council collaborations

> Developing Northern Australia Green Paper Submission

> Advocacy for Mackay in Canberra

> Defence White Paper Submission

> Development of Bowen Basin Service Link DVD

> Freight Optimisation Project

> Development of Mackay Region Joblink website
Developing Northern Australia submissions

There are tremendous opportunities for Mackay to substantially increase its economic output by:

> Increase value-adds from sugar cane by 10% output could be increased by $400M to $1B per annum

> Mackay is well positioned to serve as a multi-modal transport hub – domestic and international

> Accessible Container Port at Mackay Harbour

> Incentivise students to study at regional universities
Defence White Paper submission

> Mackay has a multi-layered industrial sector that crosses design, manufacturing, engineering, construction and maintenance. While industry focus has been directed towards the resources sector, the skills, knowledge and experience can be transferred to defence.

> Mackay Regional Council and Diversify Mackay Leadership Alliance are undertaking capability mapping projects to help prime and subprime contractors connect with skilled SMEs operating in Mackay.

> Mackay’s strong connections to CQU ensure business has access to the research, education and training that is needed to participate in a globally competitive defence supply chain.
Bowen Basin Service Link project

Need to lobby State Government to list this project on their program of works

Need to apply for funding from future Developing Northern Australia funds – 80 Federal 20 State to construct project
**Freight Optimisation Project**

Identify all existing options for freight distribution on the road network connecting the region to the Bowen and Galilee Basins

Review identified options based on infrastructure cost compared with economic benefit to the region and the state

Evaluate the options based on economic benefit, and

Prioritise road infrastructure projects that connect to and support the Mackay region.

Project Brief completed by DMLA, an estimated $50,000 to be provided by Mackay Regional Council

Council is taking the lead in engagement and is going through procurement processes
Mackay Region Joblink
www.mackayregionjoblink.com.au
Other collaborative DMLA achievements include:

> 101 Things to Do (collected a 2015 Mackay Tourism Award for Destination Marketing)

> #MackayPride video

> Mackay named Best Performer (2015) by ACELG and RCA
In closing

All of these initiatives have put us on a clear trajectory of towards “future-proofing” our region.

We are committed to collaboratively creating, implementing and promoting strategies and initiatives that will facilitate the cultural and economic shift that is required.
Economic Development …

It’s Everyone’s Business
Get in touch

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