

Gladstone Region Economic Development Strategy 2021-2025

This Strategy is Gladstone Regional Council's five-year plan to support the vibrancy, diversity, resilience and sustainability of the communities of the Gladstone Region. Informed by research, consultation, analysis and the evidenced based *Growing the Gladstone Region Report and Recommendations*, this Strategy presents a visionary yet practical plan of action to help promote and support the Gladstone Region's economic development now and into the future. The priorities, objectives and actions identified for implementation will be subject to review and assessment on an annual basis.

Gladstone Regional Council promotes prosperity through advocacy, collaboration, strategic planning and smart asset management, strengthening the region's appeal as a place in which to work, live, play and stay.

Preparing for Prosperity - Research and Information Brokerage, Planning and Place Management

Enabling Prosperity - Infrastructure and Service Provision

Supporting Prosperity - Investment Attraction and Business Support

Promoting Prosperity - Economic Development Advocacy and Partnerships

1 Encourage Investment through Support for the Delivery of Enabling Infrastructure and Catalyst Project Opportunities

2 Support the Capacity of Business and Industry in the Gladstone Region to Prosper in a Post-Carbon Economy

3 Support the Resilience and Prosperity of the Gladstone Region's Entrepreneurial and Innovative Businesses

4 Support the Gladstone Region's Appeal as a Place in which to Work, Live, Play and Stay

5 Support the Development of the Gladstone Region's Visitor Economy

Support investment in enabling infrastructure to build resilience and secure the region's future as a driver of economic growth underpinned by a diversity of industries that are connected to the world.

Promote economic development through initiatives that support knowledge-intensive modern manufacturing, sustainable energy production, transport and logistics and related new industrial activity.

Support the capacity of industry, education and training providers and other stakeholders to enhance the skills base to deliver the jobs of the future and support the region's micro and small-to-medium sized enterprises.

Support the Region's appeal as a location for living, learning and investing, for a diversity of residents who value a regional city lifestyle.

Support delivery of the Gladstone Region Visitor Economy Strategy 2025, to position the region as a vibrant visitor destination offering a diversity of natural, cultural, recreation, leisure, entertainment and events-based experiences.

- 1.1 Support the development of supply chain mapping and enhancement strategies - through the CSIRO Transit Study - to address key regional freight tasks and infrastructure shortfalls to position Gladstone as a strategic logistics hub
- 1.2 Identify and articulate the Gladstone Region's transport infrastructure priorities, including the Gladstone Heavy Vehicle Transport Corridor, to inform advocacy for improvements in the network and to inform grant funding applications
- 1.3 Continue to progress research and investigations to inform a collaborative approach to advocate on behalf of the Gladstone Region to secure the Inland Rail connection to the Port of Gladstone
- 1.4 Continually liaise with State and Federal Government funding agencies and monitor grants programs to ensure that business cases for priority community infrastructure projects are at the ready when project funding opportunities arise

- 2.1 Collaborate with relevant stakeholders to prepare a Gladstone Region Hydrogen Industry Development Strategy to guide the establishment and growth of the Gladstone Region's Hydrogen Ecosystem
- 2.2 Develop a Gladstone Region Transition Economy Strategy, to address opportunities and impacts associated with the evolving global energy mix and establish a whole-of-Council policy position on renewable energy production in the Gladstone Region
- 2.3 Promote the Gladstone Region as a Manufacturing Hub, to help existing and prospective local manufacturers develop their skills and expertise in modern manufacturing
- 2.4 Collaborate on the development of a Gladstone Region Future Employment Review. The review would identify emerging growth industries, socio-demographic forecasts, the future of work, the estimated demand for the 'jobs of the future' and the region's future workforce needs and training priorities to be advocated for

- 3.1 Continue to facilitate an enabling environment for micro-business and small business growth and development in the Gladstone Region
- 3.2 Support innovation driven entrepreneurship which diversifies the regional economy through the backbone organisation Gladstone Connects in its capacity to facilitate connections between the region's key stakeholders, to encourage collaborative approaches to R&D and innovation.
- 3.3 Undertake regular reviews of Council's online information portal with a view to ensuring the most up-to-date information including information on the local economy; business regulations; and government grant opportunities and support services is readily available

- 4.1 Undertake a needs, opportunities and options analysis to develop the Gladstone Region as an Age Friendly Community including the likely nature, scale and timing of market need for services and new facilities
- 4.2 Activate advocacy strategies to enhance the appeal of the Gladstone Region as a destination to invest, live and learn in. Focus on Gladstone's regional city lifestyle and diversity of living choices in the region's smaller towns and villages, supported by local employment opportunities and options for education and training, health and housing
- 4.3 Produce and promote in key markets a regularly updated Invest in the Gladstone Region Prospectus

- 5.1 Continue to support the implementation of existing plans and strategies designed to address matters concerning critical visitor economy infrastructure
- 5.2 Support the strategic and coordinated approach to events planning and promotion including festivals, sporting, food-based, recreational fishing and other events
- 5.3 Explore opportunities to tap into tourism growth markets such as walking, running and mountain biking trails
- 5.4 Liaise on an ongoing basis with State and Federal funding agencies and monitor tourism industry grants programs. Ensure that business cases for priority tourism projects are at the ready

CHARTER
CORE ACTIVITIES
PRIORITIES
OBJECTIVES
PRIORITY OPPORTUNITIES FOR ACTION