

Goondiwindi Region: A Blueprint for Prosperity

Economic Development Strategy



Goondiwindi Region: A Blueprint for Prosperity has been prepared in by:



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Acknowledgement of Country

We acknowledge the Traditional Owners and custodians of the land within the Goondiwindi Regional Council local government area and we pay respect to their Elders past, present and future.

Disclaimer

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1. A Blueprint for Regional Prosperity

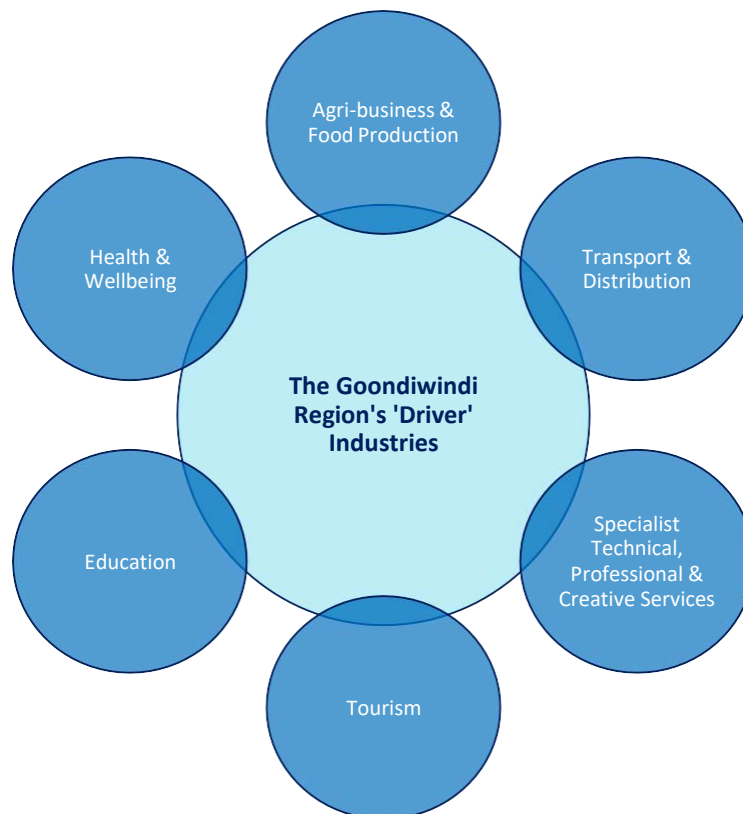
Located in the Darling Downs along the Queensland-New South Wales border, the Goondiwindi Regional Council area covers almost 20,000 square kilometres. With a population of 10,785 and gross regional product (GRP) of \$720 million, the Goondiwindi Region is home to around 5,320 jobs.

Goondiwindi Region: A Blueprint for Prosperity: Economic Development Strategy, is Goondiwindi Regional Council's blueprint for enhancing the vibrancy, economic diversity, liveability and sustainability of the Goondiwindi Region's economy.

Designed to reinforce the Goondiwindi Region's emerging national profile as 'Regional Australia at its Best', *Goondiwindi Region: A Blueprint for Prosperity* articulates Council's role in facilitating, supporting and promoting business activity to help secure a sustainable employment base and a strong economic future for the Goondiwindi Region.

Emerging opportunities in the Goondiwindi Region, as indicated by existing capabilities, recent rates of growth and broader industry trends and prospects include **advanced manufacturing** focussed on **technology-driven food production**, related **professional, technical and creative services** in agri-business, construction and design, **health and education** aided by new and emerging digital technologies, 'knowledge-intensive' business services underpinned by the 'Internet of Things' and the visitor economy (**tourism**).

The Goondiwindi Region's Current and Emerging Economic Drivers



Source: SC Lennon & Associates

2. A Vision of Regional Prosperity

Goondiwindi Region: A Blueprint for Prosperity articulates a vision for the region's economic development. The vision is for the Goondiwindi Region to successfully transition to a prosperous 21st Century regional economy, by capitalising on its traditional industry strengths and promoting new forms of high-value economic activity, consistent with the community's aspirations to represent 'Regional Australia at its Best'.

***A Blueprint for Regional Prosperity:
Goondiwindi Region Economic Development Vision***

The Goondiwindi Region will be Australia's centre of agricultural excellence, a premier visitor destination and a region celebrated for its prosperous rural lifestyle.

The vision is supported by Goondiwindi Regional Council's economic development mission and charter, which describe Council's commitment to promoting, facilitating and co-ordinating economic development activities.

Goondiwindi Regional Council's Economic Development Mission Statement

Embracing our rich agricultural history and innovative ag-tech sector, our natural assets and our thriving business culture, we will support regional prosperity through sound planning and informed action to help grow the Goondiwindi Region's reputation as representing regional Australia at its best.

In supporting innovation, diversification and growth of the region's existing businesses and through its efforts to attract new investment, Goondiwindi Regional Council:

- Prioritises initiatives that **support innovation and development of the region's current and emerging industries** in agri-business, transport, professional services, health & wellbeing and tourism, with an emphasis on new opportunities in value-added economic activities which target existing, new and emerging markets.
- Plans, **prioritises and advocates for strategic infrastructure** which underpins the capacity of business and industry in the Goondiwindi Region to engage with regional, national and international markets.
- Pro-actively **engages with the Goondiwindi Region's micro, small-to-medium and large businesses** to address shared challenges and opportunities for business investment, innovation and economic development.
- **Promotes the Goondiwindi Region to prospective visitors, residents and investors**, using a strategic, informed and targeted approach consistent with the vision for the region's economic development.
- **Undertakes a partnership approach to economic development**, working in collaboration with other tiers of government, key institutions and industry to help build on the Goondiwindi Region's strengths to promote prosperity.

3. A Plan of Action to Promote Regional Prosperity

Goondiwindi Region: A Blueprint for Prosperity documents opportunities and actions for Goondiwindi Regional Council and its partners in government, the non-government sector, industry and the community to address collaboratively, to help facilitate change towards a prosperous future for the Goondiwindi Region.

The actions are informed by the economic development vision and Council's economic development mission and charter. Prioritising where Council's resources can best be directed for the purpose of facilitating and promoting economic development is at the core of this strategy.

A Blueprint for Prosperity: Economic Development Strategy Themes



Goondiwindi Region: A Blueprint for Prosperity presents a suite of individual actions categorised under the three strategic themes according

4. Priorities for Action

Priority actions for implementation are identified based on the application of two broad sets of assessment criteria, being: (1) what benefits the actions is likely to deliver to communities of the Goondiwindi Region, its residents and businesses; and (2) Goondiwindi Regional Councils capacity to implement the project or activity concerned. The current strategic and operational priorities for action are:

Activity	Regional signs of success	Council specific activities
STRATEGIC		
Maximise Inland Rail Opportunities	<ul style="list-style-type: none"> Council has actively participated in the Goondiwindi Inland Rail Corridor Connection Proposal Local businesses have an opportunity to use Inland Rail as a freight option Local business and individuals are entering into contracts to deliver products or services during construction Inland Rail legacy projects have a genuine long-term, regional benefit The risks of Inland Rail are minimised/ well managed: employment poaching; town boom & bust, housing availability etc Contractors (from within and external to region) remain in region post Inland Rail Construction 	Advocate for committed funding for the dual gauge line into Goondiwindi town as per the Interface Project business case
		Advocate and negotiate with ARTC to deliver positive long-term outcomes for the Goondiwindi Region, including legacy projects and community benefits
		Monitor key statistics like housing availability, and employment figures to identify threats and opportunities as early as possible
		Source funding and support for a study to consider options for an Inland Rail intermodal hub location.
Support and promote Goondiwindi Region as a leader in research and innovation	<ul style="list-style-type: none"> Goondiwindi's reputation as an environment conducive to research, innovation, entrepreneurship and product development is widely recognised Five additional jobs based in the Goondiwindi region from the Cooperative Research Centre (CRC) One Basin initiative Quality agriculture research occurring in the Goondiwindi Region The Region is prepared for emerging industry investment opportunities 	Continue with funding for the CRC One Basin hub
		Maximise the opportunities of the CRC One Basin hub being based in Goondiwindi, including regular updates to Council
		Develop case studies showcasing business innovation and investment in the region
Maximise The Renewable Energy Opportunities	<ul style="list-style-type: none"> A successful hydrogen focused venture is operational within the region Alternate uses for waste products, provide efficiencies and cost savings to local businesses and residents, including Council Renewable energy opportunities increase employment in the region 	Actively work with new and emerging industries e.g. hydrogen and space to demonstrate the suitability and ease of operating in our for other businesses to follow suit.
		Support the implementation of the WWTP hydrogen facility and promote this innovation where practical.
		Pursue opportunities to for Public Private Partnerships for Council's green waste
		Where external funding is available maximise the opportunities of the Hydrogen superhighway
Operate As A Pro-Development Council	<ul style="list-style-type: none"> Council builds on its reputation as a Council that is ready for business and easy to work with 	Pursue opportunities for developing bioenergy solutions to local waste.
		Continue with pre-application meetings
		Participate in State Government Investment Readiness Tool to assess Council's current systems in managing new investment leads

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	<ul style="list-style-type: none"> Potential new investors to the Region have the information and resources to favourably consider investing in the Goondiwindi Region 	<p>Explore opportunities to amend, improve or streamline GRC Town Planning Scheme and/or processes, where appropriate.</p> <p>Continue with relationship building with commercial stakeholders external to the region</p> <p>Offer support and an investment prospectus to those looking to invest in the region</p> <p>Deliver Regional Australia at its best campaign</p> <p>Investigate the need for a Goondiwindi Aerodrome Masterplan with consideration for housing and industrial land opportunities, and airport growth</p> <p>Explore development opportunities for the Council owned property adjacent to the Bowen Street Goondiwindi office</p>
Security Of Regional Water Supply	<ul style="list-style-type: none"> All households and businesses have access to adequate and reliable amounts of water for their needs Residential and business/ rural sectors have implemented mitigation initiatives for disaster management situations 	<p>Continued advocacy for water policy certainty with State and Federal governments that benefits all people of our region</p> <p>Council's Drought Resilience Plan is relevant and delivered</p>
<i>Improve and promote the attractiveness of the region as a lifestyle and for tourists</i>	<ul style="list-style-type: none"> Our region is appealing and offers an attractive lifestyle Our businesses and community groups work together to maximise opportunities and promote the region and each other Productive partnership opportunities are acted upon Total number of overnight visitor stays increase Employers are able to fill job vacancies in a timely manner Local businesses are successful and optimistic about the future in the Goondiwindi region 	<p>Support the Goondiwindi streetscape team in considering future benefits to business and the community.</p> <p>Deliver on tourism signage audit.</p> <p>Create resources/ examples and networking opportunities to encourage tourism businesses to partner – including local sporting operators, regional art trail, indigenous tourism planning</p> <p>Complete the Local Housing Action Plan and deliver on Council activities</p> <p>Coordinate and where required deliver Talwood Masterplan</p> <p>Coordinate and where required deliver Yelarbon Masterplan</p> <p>Maximise the benefit of our relationship with industry experts like SQCT</p>
<i>Support Community Partnerships</i>	<ul style="list-style-type: none"> Council has an excellent reputation with business and community groups for empowering locals and achieving outcomes Our region is appealing and offers an attractive lifestyle Our businesses and community groups work together to maximise opportunities and promote the region and each other Productive partnership opportunities are acted upon Local businesses and community groups have access to skills and training opportunities that enhance their business Local businesses are successful and optimistic about the future in the Goondiwindi region 	<p>Work with the Bigambul Native Title Aboriginal Corporation in the development and delivery of their Tourism Plan for the region</p> <p>Support local community groups through the empowerment model and local Community Grants program</p> <p>Encourage local businesses to participate in available tools to improve our product e.g. Australian Tourism Data Warehouse listings, Best Of Queensland Experience Program etc.</p> <p>Work towards the successful lease and funding for the conversion of Casa Mia into independent living accommodation</p>

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		Facilitate key agency collaboration on addressing local crime issues
		Collaborate with local community groups operating at Council facilities to develop new or renew Memorandums of Understanding and Masterplans
		Deliver the Community Recovery and Resilience Program
		Deliver a training needs analysis for the Goondiwindi Region and advocate for more training opportunities delivered locally.
State Of The Roads Advocacy	<ul style="list-style-type: none"> The Goondiwindi LGA is serviced by roads that are well maintained and safe for travel 	Support Council's Engineering team where required to advocate for improvement of roads and travelling facilities (eg rest stops) for the benefit of the economy

5. Collaboration for Successful Implementation

Collaborating to cultivate economic development partnerships is key to successful strategy implementation. Goondiwindi Regional Council will continue to work with the Queensland Government, the region's chambers of commerce and progress associations as well as other key stakeholders, to gain support for and to help deliver this strategy.

The Goondiwindi Region Economic Development Strategy has been prepared in the context of the role of economic development in Council's broader program of work and strategic objectives, and wider regional priorities. Led by its Economic Development Team, Goondiwindi Regional Council will monitor the progress of the Economic Development Strategy in order to achieve the actions set out.



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