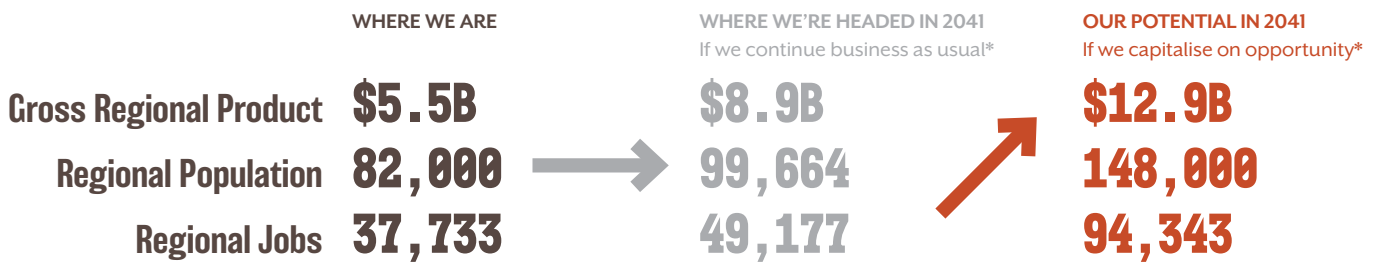


Our plan to realise the future growth opportunities in Rockhampton Region

ROCKHAMPTON REGION ECONOMIC DEVELOPMENT STRATEGY AND ACTION PLAN AT A GLANCE

*analysis and engagement provided by economic consultants AEC



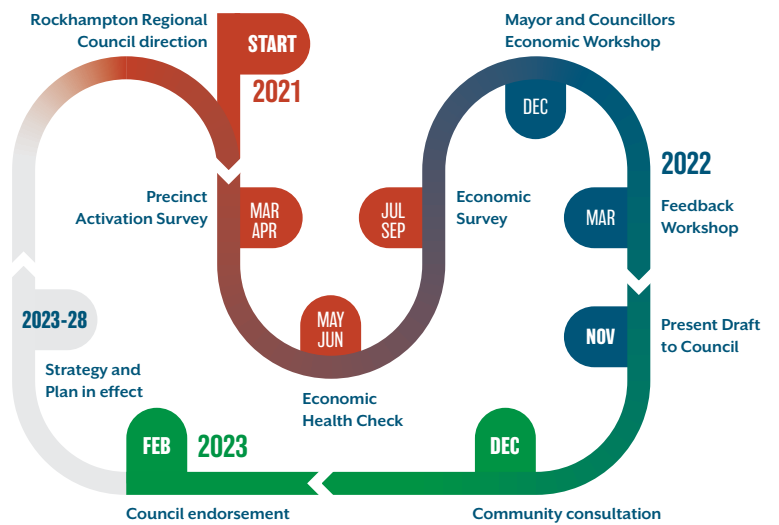
ECONOMIC DEVELOPMENT STRATEGY 2023-28

This document sets out a plan to realise future growth opportunities in the Region by investigating our key industries, identifying regional strengths and forecasting possible challenges. The report creates a situational analysis and builds a strategy for the Region to develop our position for a successful future.

ECONOMIC DEVELOPMENT ACTION PLAN 2023-28

This document sets out actions that Council will deliver to help achieve goals and outcomes set out in the Economic Development Strategy. The economic action plan also outlines actions the Federal and State Governments can deliver on which will assist the region on a successful future trajectory.

OUR PROCESS



GROWTH OPPORTUNITIES



Advance Rockhampton is the Economic Development Unit of Rockhampton Regional Council and manages Industry Development, Tourism, Marketing and Major Events.

220 Quay Street Rockhampton QLD 4700

07 4936 8282

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ECONOMIC DEVELOPMENT STRATEGY 2023-2028



ECONOMIC ACTION PLAN 2023-2028



Get the full documents
Scan the QR Code or visit
advancerockhampton.com.au

ROCKHAMPTON REGION ECONOMIC DEVELOPMENT STRATEGY AND ACTION PLAN AT A GLANCE

Our plan to realise the future growth opportunities in Rockhampton Region



OUR MISSION

OUR ECONOMIC MISSION IS TO SUPPORT GROWTH IN ROCKHAMPTON AND CENTRAL QUEENSLAND TO ENSURE WE CONTINUE TO GROW AS THE CAPITAL OF CENTRAL QUEENSLAND AND THE REGION BECOMES A MORE VIBRANT, DIVERSE AND PROGRESSIVE PLACE TO LIVE, VISIT AND INVEST. TO ACHIEVE THIS WE WILL FOCUS ON THE FOLLOWING FIVE PILLARS.

P1

FUTURE JOBS & INVESTMENT ATTRACTION

Increase residential and commercial development through a strong investment attraction strategy

Increase mining development and services through exploring a robust resources sector

Increase local advanced manufacturing focusing on targeted industries

Increase sustainable agricultural development through agriculture, beef, aquaculture and cropping

Increase professional services by assisting with office relocation and local procurement

Increase regional energy diversification with renewable energy developments

Increase visitor economy

Innovating regional resilience through a circular economy framework

P2

INFRASTRUCTURE FOR FUTURE GROWTH

Support population and industrial growth supporting residential, commercial and industrial infrastructures

Support agricultural growth focusing on water infrastructure

Establish a greater Defence presence in Rockhampton with the establishment of Defence estates

Improve transportation supporting sustainable movement of infrastructure

Increase regional tourism opportunities unlocking the Region's natural wonders

Attract and retain residents through liveable city initiatives

Enable renewables on the NEM by connecting networks

Improve telecommunications to overcome black spots and drive business innovation

Plan for growth in health and education by finalising precinct master plans

P3

REGIONAL PROMOTION AND MAJOR EVENTS

Build the Explore Rockhampton brand promoting awareness and growing digitally

Improve inclusivity for tourism and events by enhancing planning diversity

Increase Region's visitor economy by developing growth sectors

Explore tourism opportunities to raise foreign visitation

Build Indigenous experiences by enhancing offerings

Increase Rockhampton's event reputation through high quality offerings

Make Rockhampton known as a national event provider through nationally recognised events

Have Rockhampton recognised as a sporting destination by attracting and retaining sporting events

Improved connectivity with direct flights to major cities

P4

REGIONAL COLLABORATION & PARTNERSHIP

Increase regional collaboration by strategically aligning with organisations and groups

Increase business innovation by facilitating engagement and innovation

Increase business activity by connecting local business to economic opportunities

Improve business readiness by building capacity of local offerings

Increase local education export opportunities encouraging domestic and international participation

Increase collaborative networking driving business to business partnerships

Increase industry collaboration advocating economic potential throughout industries

P5

TALENT RETENTION AND ATTRACTION

Understand the Region's workforce capability by planning for future needs

Increase the Region's workforce capability to further reduce unemployment

Improve industry and student engagement by giving awareness to industry facing opportunities

Attract and retain residents via lifestyle opportunities with new recreational assets

Improve city lifestyle amenities and experiences activating the CBD

Improve education levels through collaboration with all levels of education to increase qualification offerings



Get the full documents
Scan the QR Code or visit
advancerockhampton.com.au