

A plan to realise the future growth opportunities in
Rockhampton Region

ADVANCEROCKHAMPTON.COM.AU

ROCKHAMPTON REGION ECONOMIC DEVELOPMENT STRATEGY 2023-2028

📍 Development of Rookwood Weir, Gogango

ADVANCE 
ROCKHAMPTON

Economic Development,
Tourism, Events
& Marketing

ACKNOWLEDGEMENT OF COUNTRY

Rockhampton Regional Council would like to acknowledge the Traditional Custodians within our Region, the Darumbal People, the Gaangalu Nation People and the Barada Kabalbara Yetimarala People, and pay our respects to their Elders past, present and emerging.

We also acknowledge the Torres Strait Islander people whose land is in the Torres Strait but who live and work on Aboriginal land.



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This Document

ECONOMIC DEVELOPMENT STRATEGY 2023-2028



Feeds into

ECONOMIC ACTION PLAN 2023-2028

ACKNOWLEDGEMENT OF CONSULTANCY

Rockhampton Regional Council greatly appreciates the time, effort, analysis and engagement provided by economic consultants AEC in the development of the Rockhampton Region Economic Development Strategy 2023-28

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**MAYOR TONY
WILLIAMS**

Mayor

Rockhampton Regional Council

AN INTRODUCTION FROM OUR MAYOR

SINCE COUNCIL'S DECISION IN 2015 TO ESTABLISH ITS OWN ECONOMIC DEVELOPMENT ARM, ADVANCE ROCKHAMPTON, THE LOCAL AND GLOBAL LANDSCAPE HAS CHANGED SIGNIFICANTLY.

The challenges of COVID-19, global supply chain shortages, domestic political changes, talent shortages with constrained housing supply across the nation have changed how we think about future economic growth.

Rockhampton Regional Council is committed to building one great region to live, visit and invest. To do this, we need an economic strategy and plan that continues to build resilience into our local economy, which includes strategic planning for growth, understanding community needs, industry development, investment attraction, building critical infrastructure and doing this as a fiscally responsible council.

We have seen several major infrastructure projects commence in our region over the past few years creating jobs and stimulating the local economy. And while we will continue to advocate for investment, our future must also be built on the development of our existing businesses, capturing new opportunities and creating sustainable job and population growth.

Our tourism and events offering has grown over the past few years and Council's Advance Rockhampton team has been working hard engaging with residents, businesses, visitors, and investors so that we can set the strategic economic direction for our Region.

In 2021, upon being elected as Mayor, I also assumed the role of Chair of the Advance Rockhampton Economic Development portfolio. Since this time, I have worked closely with the Council team to drive economic growth opportunities and to develop the Rockhampton Region Economic Development Strategy and Action Plan.

This strategy is the result of comprehensive stakeholder engagement through industry and community surveys, industry engagement sessions, one-on-one industry meetings and community consultation.

The strategy also took into account existing Council, Regional, State and Federal economic strategies, plans and papers including but not limited to the Advance Rockhampton Resources Masterplan, the Central Queensland Regional Plan, the Fitzroy Regional Transport Plan and the Our North, Our Future paper.

I wish to personally thank all those who took the time to be involved in this process and contribute to our Region's future. It cannot be done alone.

This Strategy and Action Plan will help consolidate current industry development, create the opportunities to build a great region into the future, and will continue to put 'Rocky on the Radar'.

Council will continue to work collaboratively with community, industry, state and federal governments and associated agencies to deliver on this strategy and action plan for a prosperous future in Rockhampton Region.



GREG BOWDEN
Executive Manager
Advance Rockhampton

AN INTRODUCTION FROM ADVANCE ROCKHAMPTON

COUNCIL AGREED IN 2015 THAT ROCKHAMPTON REGIONAL COUNCIL NEEDED TO TAKE DIRECT ACTION TOWARDS DEVELOPING ECONOMIC STRATEGY FOR ROCKHAMPTON REGION. ADVANCE ROCKHAMPTON WAS ESTABLISHED AND A PLEDGE WAS MADE BY COUNCIL TOWARDS WORKING WITH THE COMMUNITY AND INDUSTRY TO DRIVE FUTURE ECONOMIC DEVELOPMENT AND GROWTH IN OUR REGION.

As the economic development unit of Rockhampton Regional Council, Advance Rockhampton works to build the liveability, visitability and investability of the Region. Other key pillars include facilitating and advocating for increased industry innovation, strategic partnerships and industry collaboration.

Rockhampton Region is currently home to over 82,000 residents with a \$5.5 billion economy and supports 36,000 FTE jobs.

Historically and as the economic hub for Central Queensland, our Region has many strengths in agriculture, mining services, energy, construction, education and health services. Our strategic location as a logistics hub well serviced by road, rail, air and sea positions us positively for future opportunities as Northern, Central and Southern Australia continue to grow.

In 2021, we commenced the process of comprehensive engagement with industry and community, and subsequently engaged an external consultant to assist in preparation of this strategy and action plan.

THE KEY FOCUS AREAS IDENTIFIED WITHIN THIS STRATEGY AND ACTION PLAN INCLUDE:

- + Talent retention and attraction
- + Infrastructure for future growth
- + Future jobs and investment attraction
- + Regional promotion and major events
- + Regional collaboration and partnerships

OUR REGIONAL INDUSTRY SECTOR ADVANTAGES AND OPPORTUNITIES FOR THE FUTURE INCLUDE:

- + Energy and resources
- + Beef production and agriculture
- + Water security
- + Defence
- + Construction
- + Transport and logistics
- + Professional services
- + Education, health and aged care
- + Visitor economy and event attraction

By committing to these focus areas, consolidating our regional advantages and actively pursuing opportunities, the Rockhampton economy has the potential to become a \$12.9 billion economy by 2041 with a population of 148,000 creating the jobs of the future.

This will continue the commitment towards economic development made in 2015 and will 'Put Rocky on the Radar' across the country and internationally.

*we consulted with our
community on a vision for
a prosperous Rockhampton
Region and what needs to be
done to achieve this*

COMMUNITY ENGAGEMENT

ROCKHAMPTON REGION PRECINCT ACTIVATION

435 SURVEY PARTICIPANTS

March to April 2021 consultation period.

This survey focused on Rockhampton Region's business community.

MAIN MESSAGES FROM THE SURVEY

- + Commodities, construction and manufacturing sectors are leading regional confidence.
- + Industry requires more skilled staff urgently.
- + Positive perception of Rockhampton – business sector views the Region as being affordable, a good provider of education and having quality events but our city centre needs further work.
- + Work is required in the retail and hospitality sector to improve customer service.
- + Work is required to improve business to business engagement.
- + Major events bring economic benefits to the Region and more music focused events are a priority.

ADVANCE ROCKHAMPTON ECONOMIC DEVELOPMENT

1,120 SURVEY PARTICIPANTS

July to September 2021 consultation period.

This survey focused on residents and the broader Rockhampton Region community.

MAIN MESSAGES FROM THE SURVEY

- + Rockhampton rates highly in terms of key social facilities with a clean and tidy feel.
- + Rockhampton neighbourhoods are seen as *functional, friendly, clean, and affordable*.
- + Rockhampton neighbourhoods rate below average for public transport, quality investment opportunities and having quality local events.
- + Priorities to enhance prosperity include: *increase capital infrastructure, investment attraction, and improve the CBD and its liveability*.
- + Types of events people want to see: *music festivals, sports and motor sports events, and family-friendly events*.

COMMUNITY ENGAGEMENT FEEDBACK WORKSHOPS

150 WORKSHOP PARTICIPANTS

March 2022 consultation period.

These workshops focused on the Region's business community, residents, and significant stakeholders.

MAIN MESSAGES FROM THE WORKSHOPS

- + Participants had a positive view of the Rockhampton economy.
- + Vision for Rockhampton: Key responses included *liveability, family-friendly, attractive to live, vibrant, and sustainable*.
- + How do participants see Rockhampton? Responses included a focus on *opportunity* and *diversity* that is *friendly* with a *community feel* and a range of liveability responses, including *comfortable, relaxed, affordable, and beautiful*.
- + Most significant external risk: *the potential impact of the future of the coal industry, and the risk of a general downturn in the mining industry*.
- + Most significant internal risks: *old thinking, complacency, unwillingness to change, and small town mindset*.
- + Key industry areas expected to grow quickly: *renewable energy, residential construction, irrigated agriculture, aged care, and defence*.

THE ROCKHAMPTON ECONOMY

ROCKHAMPTON IS RECOGNISED AS THE ECONOMIC HEART OF CENTRAL QUEENSLAND. IT IS HOME TO OVER 82,000 RESIDENTS AND IS BLESSED WITH OVER 300 DAYS OF SUNSHINE EACH YEAR.

Logistically, the Region is perfectly positioned as the gateway to Northern Australia as it is well serviced by road, rail, air and sea infrastructure.

Rockhampton has a \$5.5 billion economy, primarily driven by the healthcare and social assistance sectors followed by electricity, gas, water and waste services, construction, and mining. While the rate of economic growth in the Region has been less than the State's, Rockhampton's economy did not experience the same impacts from COVID-19 as the rest of Queensland and is now growing quickly.

KEY STATISTICS

POPULATION

Population	82,904
2011 to 2021 population growth	5% (16.5% in Queensland)
2041 Current projected population	99,664
2041 successful future projected population	148,343

PROPERTY MARKET

Residential building approvals, FY 2021/2022	\$117.3 M
Non-residential building approvals, FY 2021/2022	\$99.9 M
Rental vacancy rate	0.4%

REGIONAL IMPORTS

Total imports	\$3.7 B
TOP 3 IMPORTS	
Manufacturing	\$1.4 B
Financial and insurance services	\$532.8 M
Professional, scientific and technical services	\$395.7 M

EMPLOYMENT

Labour force 2021	43,039
Unemployed 2021	2,500
Unemployment rate	5.8% (5.5% in Queensland)
Full-time employees	35,891
2041 successful future projected FTEs	71,589

ECONOMY

Gross regional product (GRP)	\$5.56 B
2011 to 2021 GRP Growth	13.6% (24.2% in Queensland)
2041 successful future projected GRP	\$12.9 B

TOURISM

DOMESTIC OVERNIGHT VISITORS IN 2021 (SOURCE: NATIONAL VISITOR SURVEY)

Total	424,000
Holiday	24.33%
Visiting family and friends	30.86%
Business	29.40%

REGIONAL EXPORTS

Total exports	\$3.8 B
TOP 3 EXPORTS	
Electricity, gas, water and waste services	\$796.4 M
Manufacturing	\$698.2 M
Mining	\$666.9 M

KEY EMPLOYERS

Healthcare and social services	5,761
Construction	3,793
Education and training	3,411

Current statistics provided by Profileld using figures from the Australian Bureau of Statistics, forecast figures provided by AEC. Statistics are for the year of 2021 unless otherwise stated.

KEY INDUSTRIES





MINING

Output/total sales	\$721.6M
Value add	\$408.39
Full-time employees	1,093
Growth (2011 to 2021)	20.9%



TOURISM

Output/total sales	\$329.4M
Value add	\$184.3M
Full-time employees	3,164
Growth (2011 to 2021)	3.37%



HEALTHCARE

Output/total sales	\$935.6M
Value add	\$631.2M
Full-time employees	5,761
Growth (2011 to 2021)	6.3%



EDUCATION & TRAINING

Output/total sales	\$550.9M
Value add	\$372.3M
Full-time employees	3,441
Growth (2011 to 2021)	13.8%



AGRICULTURE & FOOD MANUFACTURING

Output/total sales	\$1B
Value add	\$372.4M
Full-time employees	3,005
Growth (2011 to 2021)	79.8%



ELECTRICITY SUPPLY

Output/total sales	\$1.25B
Value add	\$482.4M
Full-time employees	998
Growth (2011 to 2021)	-6.4%

📍 Gaia art installation at Rockhampton Museum of Art as part of Rockhampton River Festival, Rockhampton City

REGIONAL STRENGTHS



DEFENCE INFRASTRUCTURE

Leveraging its proximity to the Shoalwater Bay Training Area, Rockhampton Airport, Port Alma, and the Bajool Magazine, Rockhampton Region is uniquely placed to support a permanent Australian Defence Force (ADF) presence. With experienced large equipment maintenance providers, Rockhampton provides future defence industry capability.

FITZROY RIVER

Fitzroy River has the largest river catchment system that exits on the eastern seaboard of Australia and is the primary water source for Rockhampton Region. It provides water for the city's population, growing agricultural and industrial sectors, and neighbouring population centres. Fitzroy River Barrage, Eden Bann Weir and Rookwood Weir are all reliant on the water in the Fitzroy River and its surrounding catchment areas.

RENEWABLE ENERGY RESOURCES

Rockhampton Region is home to considerable renewable energy resources, with a competitive advantage in wind and solar generation. Rockhampton also has a developing pipeline of large scale renewable energy projects, which could enable local manufacturing of renewable energy components. Following the Queensland Government announcement of 70% renewable energy by 2032, and the \$62 billion Queensland Energy and Jobs Plan, the Rockhampton Region has a significant opportunity to continue as an energy powerhouse.

REGION'S LARGEST AIRPORT AND PROXIMITY TO BEACH AND BUSH (TOURISM)

Rockhampton Airport (ROK) provides flights to major cities including, Brisbane, Townsville, Cairns and Mackay and has a total throughput of 580,000 passengers every year. Rockhampton Airport is the largest airport in Central Queensland and is the gateway for tourists to the Southern Great Barrier Reef and Australia's eastern Outback. The airport also provides essential connections for defence and other industries to Central and Western Queensland, including the Bowen and Galilee Basins.

NON-COAL RESOURCES

Rockhampton Region has a number of significant non-coal mineral deposits with high-demand minerals, such as gold, nickel and cobalt. There are also other deposits in neighbouring areas throughout Central Queensland. Former mines in the Region such as Mount Morgan and Mount Chalmers are also looking to return to production through mining of previously uneconomical resources and the processing of tailings.

TRANSPORT & LOGISTICS

Rockhampton is the regional logistics and transport hub for central and western Queensland and is an important freight hub. As the gateway to Northern Australia, the Region is well connected and serviced by superior road, rail, air and sea infrastructure.

REGIONAL HEALTHCARE FACILITIES

Rockhampton is also a regional health hub with the Rockhampton Hospital being the largest health care facility in Central Queensland. The hospital is a regional centre of clinical excellence for cardiovascular, cancer care, women's and children's services, and surgery and trauma as well as general health care services for local residents.

CQUNIVERSITY AUSTRALIA

CQUniversity Australia in Rockhampton provides local students, as well as those from the wider Central Queensland region, with an opportunity to continue their studies locally, helping to retain and build the future workforce in the Region.

REGIONAL PROFESSIONAL SERVICES HUB

Rockhampton is the regional professional service hub for central and western Queensland with \$190.5 million in professional, scientific and technical services exported annually (2019-20 estimates).

*what we need to overcome
for our Region to not only
grow, but thrive*

CHALLENGES TO OVERCOME

ROCKHAMPTON CITY'S TROPICAL HEAT

The city of Rockhampton experiences urban heat island effect – an effect where high-density paving and lack of ground cover cause the absorption and retention of heat. Urban design and planning elements can be introduced to mitigate heat in Rockhampton's urban spaces.

PUBLIC TRANSPORT DOES NOT MEET COMMUNITY EXPECTATIONS

An integrated public transport system would improve the liveability and visitability of both Rockhampton and the wider region, particularly for central business district workers and visitors.

THE REGION HAS UNREALISED POTENTIAL, BUT IS SLOW TO PROGRESS

A focused economic development strategy can set the regional development vision and give confidence to investors and the community at large about the Region's future.

WORKER SHORTAGE

Encouraging workers for in-demand industries to move to Rockhampton will help alleviate this problem and will remove a key barrier to unlock growth for these key industries in Rockhampton Region.

DISLOCATED SUPPLY CHAINS

Rockhampton needs to identify and invest in its local manufacturing capabilities for its major industries to capture value-adding possibilities for the Region, encouraging both business investment and employment growth.

LARGE IMPORTS OF PROFESSIONAL SERVICES TO THE REGION

Supporting the development of a professional services industry, through encouraging head office relocation to Rockhampton – coupled with local procurement initiatives within government agencies and large businesses – will build demand for renewal and growth in the Rockhampton CBD.

AGEING MUNICIPAL INFRASTRUCTURE

Updating the Rockhampton Regional Council Local Government Infrastructure Plan (LGIP) and revenue policy will enable council to invest in upgrading and delivering new infrastructure to support long-term growth without an impact on Council's long-term financial sustainability.

DEVELOPMENT AND INVESTMENT CONSTRAINED BY FLOOD RISKS

Implementing previously considered flood mitigation options will not only improve the flood immunity of the city, but also remove a perceived risk with investing in the Region.

PERCEIVED TO BE UNCULTURED AND LACKING CULTURAL FACILITIES

Continuing to invest in new cultural facilities, new events and supporting the development of the local arts industry will increase the range of cultural appreciation opportunities in the Region.

HOUSING SHORTAGE

Supporting an increase in the supply of housing in the region is critical – with a focus on the inclusion of diverse range of housing options – will remove a key barrier to unlock growth in the Region.

*how we change
perspective on our
challenges and leverage
our strengths to foster
growth in our Region*

A photograph of two men in a field of green crops. The man on the left is wearing a bright green long-sleeved shirt, blue jeans, and a light-colored straw hat. He is leaning forward, looking at the plants. The man on the right is wearing a blue patterned shirt, glasses, and a light-colored hat with a brown band. He is also leaning forward, looking at the plants. The background shows a clear blue sky with some clouds and a distant horizon.

GROWTH OPPORTUNITIES



DEFENCE

Key opportunities for growth include a new army barracks (for the relocation of Army's 7th Brigade and a US Marine rotation), a new RAAF base for No 92 Wing (Maritime Surveillance – South Pacific), land and air platform deep maintenance and munitions manufacturing and stockpiling. Opportunities also exist for the ADF and international forces to store and maintain large equipment in the region along with working to build our defence industry capabilities.

IRRIGATED AGRICULTURE

By leveraging the water resource opportunity of the Fitzroy River, Rockhampton Region has the potential to expand from its current 2,700 ha of irrigated agriculture up to 40,600 ha (the total area of good quality soils). The expansion of irrigated agriculture may also support growth in the local processing sector. Crop opportunities include macadamias, mangoes, lychees, mandarins and high-value irrigated cropping.



INTERNATIONAL EDUCATION

As the home of CQUniversity Australia, Rockhampton has an opportunity to become an international education hub. Before COVID-19 Central Queensland supported approximately only 130 international students, whereas other regional centres – who also have an industrial heritage – were attracting significantly larger numbers, such as Ballarat 830, Townsville 940, Darwin 1,620, Toowoomba 1,750, Geelong 3,350, Newcastle 3,750, and Wollongong 6,300. Developing the international education market and attracting international students to Rockhampton can support considerable economic opportunity for the city, especially in the CBD.

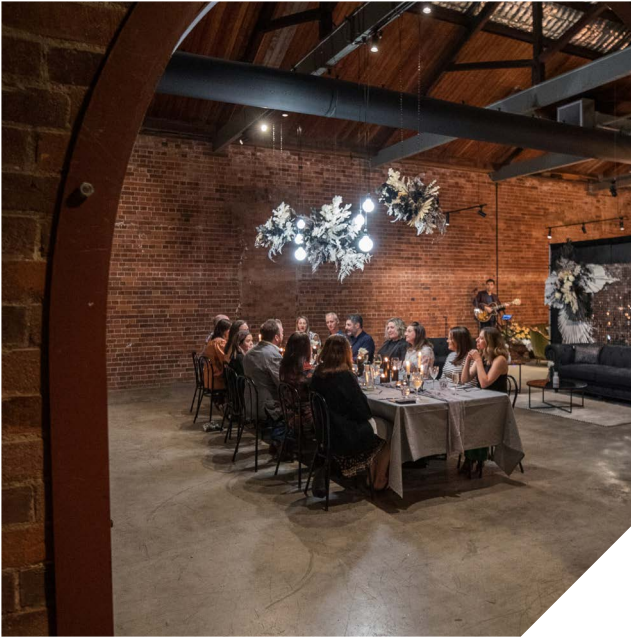
NON-COAL RESOURCES

Leveraging the Region's mining expertise to develop non-coal resources can provide a considerable economic benefit for Rockhampton Region. Non-coal resources include gold, copper, pyrite. There are also large deposits of magnesium and salt across the Region.



PROFESSIONAL SERVICES

Rockhampton's largest import is professional services (estimated at over \$350 million per year), principally driven by a lack of major regional offices for large companies with their operations in the wider Central Queensland region. Importantly, most of these companies are government-owned corporations (such as Stanwell, Powerlink and Energy Queensland). Bringing professional services jobs back to Rockhampton would provide a considerable economic boost, especially for the Rockhampton CBD.



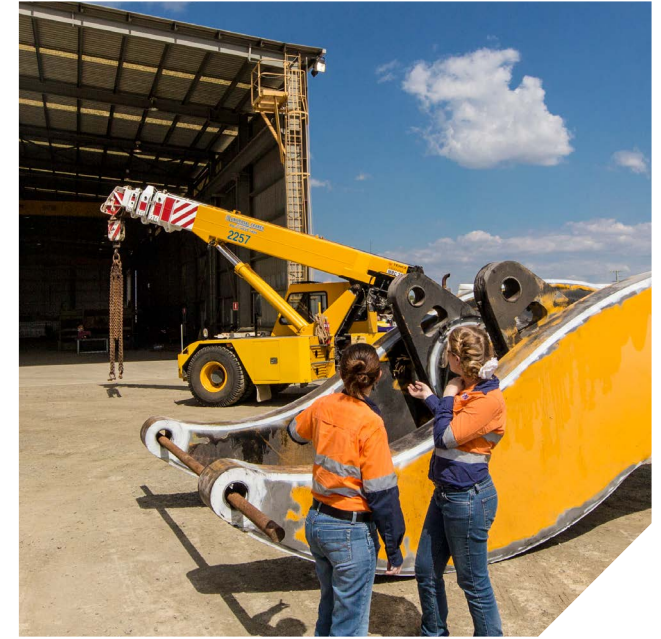
VISITOR ECONOMY

Visitation in Rockhampton Region is dominated by business travel and Visiting Friends and Relatives (VFR). Leisure travel (for holiday purposes) makes up a smaller proportion of Rockhampton Region's visitor nights (24%, compared to 39% in Queensland generally), despite having a number of high-quality tourism assets and being the gateway to the wider Central Queensland region. Increasing Rockhampton's leisure visitation (currently estimated at 257,000 in 2018) to rates of peer regions like Livingstone – 398,000 nights, Gladstone – 751,000 nights, Newcastle – 875,300 nights or Townsville – 973,100 nights, would drive additional economic activity in the local economy.



AGED CARE

Like many regions in Australia, Rockhampton Region has an ageing population. By 2040, over 20% of the Rockhampton population is expected to be aged over 65, placing additional stress on aged care services already struggling to meet demand. Supporting the development of new aged care services in the Region would not only generate new employment in high-paying healthcare roles but would also support population retention in the Region.



COAL MINING

The Central Queensland region is one of Australia's largest coal producing regions, for both thermal and metallurgical coal. Geopolitical tension and continued strong demand for energy commodities across the world are supporting sustained prices, leading to the prospective development of new coal mines within the Bowen and Galilee Basins. The development of new mines in the wider Central Queensland region is expected to generate increased economic activity in Rockhampton, boosting its role as a key service centre for the mining industry.



RENEWABLE ENERGY

As Australia diversifies its energy options, our Region is well positioned to play an important role in the next generation of renewable energy technologies. Rockhampton is already a logistics hub for traditional energy sources and can build this capability through hydrogen manufacturing facilities for transport and industry. Transitioning to the new generation of renewable technologies, and supporting Rockhampton's goal to have its own green hydrogen manufacturing facilities, will transition the region to a offering more diverse energy options in the future.



TRANSPORT & LOGISTICS

With the growth of key industries such as agriculture, food manufacturing, facilitated product manufacturing, non-coal resources and coal mining, Rockhampton has significant growth opportunities in transport logistics. Key opportunities to improve local supply chains include intermodal transport hubs and funding for beef corridors.



RESIDENTIAL CONSTRUCTION

The flow-on effects of increased economic activity, population and employment will require significant development of the housing market in the Region by construction of new residential dwellings throughout Parkhurst, Gracemere, and Rockhampton's CBD to accommodate the future workforce and population.

ECONOMIC DEVELOPMENT STRATEGY

THE MISSION

THE ECONOMIC MISSION IS TO SUPPORT ROCKHAMPTON 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.

WE WILL APPROACH OUR MISSION THROUGH THESE **FIVE PILLARS**

P1

**FUTURE JOBS
& INVESTMENT
ATTRACTION**

P2

**INFRASTRUCTURE
FOR FUTURE
GROWTH**

P3

**REGIONAL
PROMOTION &
MAJOR EVENTS**

P4

**REGIONAL
COLLABORATION &
PARTNERSHIPS**

P5

**TALENT
RETENTION &
ATTRACTION**

P1 FUTURE JOBS & INVESTMENT ATTRACTION

AS THE ECONOMIC CAPITAL OF CENTRAL QUEENSLAND, ROCKHAMPTON REGION IS SITUATED AT THE NEXUS OF QUEENSLAND'S MAJOR TRANSPORT ROUTES. THE REGION, BEING WELL CONNECTED TO MAJOR RESOURCE DEPOSITS, RENEWABLE ENERGY PROJECTS, THE FITZROY FOOD BOWL, AND SHOALWATER BAY MILITARY TRAINING AREA OFFERS A WEALTH OF INVESTMENT OPPORTUNITIES.

GOAL**INCREASE RESIDENTIAL AND COMMERCIAL DEVELOPMENT****OUTCOME**

P1.A Strong regional property development including housing (both detached estates and multi-storey residential) and industrial land development.

KPI

- P1.A.1 Increased value add (\$M) for construction sector
- P1.A.2 Increased jobs for the construction sector
- P1.A.3 Develop an investment attraction strategy

GOAL**INCREASE MINING DEVELOPMENT AND SERVICES****OUTCOME**

P1.B Robust resources sector including metal ore mining (gold, copper, cobalt, nickel, silver etc) and exploration and mining support services for new coal mines.

KPI

- P1.B.1 Increased value add (\$M) for mining and support services
- P1.B.2 Increased jobs for mining and support services sector

GOAL**INCREASE LOCAL ADVANCED MANUFACTURING****OUTCOME**

P1.C Advanced manufacturing sector including metal smelting and refining, food, transport, and defence related industries.

KPI

- P1.C.1 Increased value add (\$M) for the advanced manufacturing sector
- P1.C.2 Increased jobs for the advanced manufacturing sector

GOAL**INCREASE SUSTAINABLE AGRICULTURAL DEVELOPMENT****OUTCOME**

P1.D Sustainable agricultural sector including irrigated agricultural opportunities, aquaculture, broadacre cropping, dryland cropping, grass raised beef, grain assist livestocking and local feed lotting.

KPI

- P1.D.1 Increased value add (\$M) for agriculture
- P1.D.2 Increased jobs for agricultural sector

GOAL**INCREASE PROFESSIONAL SERVICES IN ROCKHAMPTON****OUTCOME**

P1.E Development of further professional services, namely corporate office relocation and local procurement.

KPI

- P1.E.1 Increased professional service businesses in Rockhampton
- P1.E.2 Increased jobs in the professional services sector

GOAL**INCREASE REGIONAL ENERGY DIVERSIFICATION****OUTCOME**

P1.F Renewable energy development including wind, solar, battery storage, pumped hydro and hydrogen electrolysis.

KPI

- P1.F.1 Increased development of renewable energy assets in Rockhampton Region

GOAL**INCREASE VISITOR LENGTH OF STAY AND SPEND****OUTCOME**

P1.G Active visitor economy, through tourism, hotels and resorts, glamping and farm stays, tour operators and major events.

KPI

- P1.G.1 Increased visitor length of stay in Rockhampton Region
- P1.G.2 Increased spend from visitors who stay in Rockhampton Region
- P1.G.3 Encourage external investment for new hotels and short term accommodation

GOAL**CIRCULARISE THE REGION'S ECONOMY****OUTCOME**

P1.H Innovative circular economy activities that create resilience and opportunities in Rockhampton Region.

KPI

- P1.H.1 Creation and Implementation of the Rockhampton Regional Council Circular Economy Pathway

P2 INFRASTRUCTURE FOR FUTURE GROWTH

ROCKHAMPTON'S CENTRAL LOCATION ALONG MAJOR NORTH, SOUTH AND WEST TRANSPORT FREIGHT INFRASTRUCTURE ROUTES, ITS PROXIMITY TO MAJOR MINING AND RESOURCE DEVELOPMENT, COMBINED WITH ITS LARGE CUSTOMER BASE AND LABOUR FORCE CONSISTENTLY DRIVE GROWTH AND PROSPERITY TO THE REGION.

GOAL**SUPPORT POPULATION AND INDUSTRIAL GROWTH****OUTCOME**

P2.A Municipal water and sewerage infrastructure that supports continued residential, commercial and industrial growth.

KPI

P2.A.1 Resident and business satisfaction with water and sewerage infrastructure

GOAL**SUPPORT AGRICULTURAL GROWTH****OUTCOME**

P2.B Water and water infrastructure to support intensive agriculture and food manufacturing.

KPI

P2.B.1 Construction commitment for the raising of Eden Bann Weir and raising of the Fitzroy Barrage

GOAL**ESTABLISH A GREATER DEFENCE PRESENCE IN ROCKHAMPTON****OUTCOME**

P2.C A Defence estate that enables the relocation of the Army's 7th Brigade and RAAF No 92 Wing to Rockhampton.

KPI

P2.C.1 Establishment of the defence estate
P2.C.2 Create defence storage, maintenance and industry capabilities in the region

GOAL**IMPROVE AIR, ROAD, RAIL AND SEA TRANSPORTATION****OUTCOME**

P2.D Transport and freight infrastructure that supports efficient movement of goods to market and urban renewal and public transport.

KPI

P2.D.1 Sustained State and Federal Government expenditure into regional transportation infrastructure
P2.D.2 Development of an intermodal terminal either in Gracemere or Parkhurst

GOAL**INCREASE REGIONAL TOURISM OPPORTUNITIES****OUTCOME**

P2.E Tourism infrastructure that unlocks the Region's natural wonders and enables increased visitation to the Region.

KPI

P2.E.1 New and improved tourism infrastructure across the Region

GOAL**ATTRACT AND RETAIN RESIDENTS TO LIVE IN ROCKHAMPTON****OUTCOME**

P2.F Community infrastructure that supports a vibrant social environment that enables a positive perception of the Region.

KPI

P2.F.1 Increased annual migration to Rockhampton Region
P2.F.2 Resident satisfaction with community infrastructure

GOAL**ENABLE LOCAL RENEWABLE ENERGY TO THE NATIONAL ENERGY MARKET****OUTCOME**

P2.G Electricity network infrastructure that supports renewable energy projects to connect to the National Energy Market (NEM).

KPI

P2.G.1 Local renewable energy projects connected to the NEM

GOAL**IMPROVE TELECOMMUNICATIONS ACROSS THE REGION****OUTCOME**

P2.H Telecommunications infrastructure that overcomes localised mobile black spots and enables connectivity that drives business innovation.

KPI

P2.H.1 Resident satisfaction with telecommunications across the Region

GOAL**SUPPORT THE CONTINUED GROWTH OF QUALITY HEALTH AND EDUCATION FACILITIES****OUTCOME**

P2.I Health and education facilities that are planned for and delivered ensuring Rockhampton continues to be known as an education and health centre.

KPI

P2.I.1 Finalised precinct master plans that supports the community's growing health and education needs

P3 REGIONAL PROMOTION & MAJOR EVENTS

CONTRIBUTING NEARLY 2,100 FULL-TIME EQUIVALENT JOBS TO THE REGION, TOURISM PLAYS AN IMPORTANT PART IN ROCKHAMPTON'S ECONOMY. IT IS ONE OF ROCKHAMPTON REGION'S KEY INDUSTRIES, AND ADVANCE ROCKHAMPTON IS ACTIVELY PLAYING A LEAD ROLE IN TOURISM PLANNING, PRODUCT DEVELOPMENT, MARKETING AND PROMOTION, AND ATTRACTION OF MAJOR EVENTS TO THE REGION.

LIVEABILITY TAKES MANY FORMS AND MEANS MANY THINGS TO RESIDENTS, VISITORS AND INVESTORS. OUR AIM AT ROCKHAMPTON REGIONAL COUNCIL IS TO BUILD ONE GREAT REGION TO LIVE, VISIT AND INVEST.

GOAL**BUILD THE EXPLORE ROCKHAMPTON BRAND OFFERING****OUTCOME**

P3.A Increased awareness of the Region's various tourism experiences and more bookable products.

KPI

- P3.A.1 Increased awareness of the Explore Rockhampton brand
- P3.A.2 Increased amount of exposure across digital platforms for operators
- P3.A.3 An increase in the number of tourism products that are incorporated into tourism trade programs
- P3.A.4 Increased alignment with state tourism framework

GOAL**IMPROVE INCLUSIVITY FOR TOURISM AND EVENTS****OUTCOME**

P3.B Increase in the number of accessible, inclusive and diverse event and tourism offerings.

KPI

- P3.B.1 Event and tourism planning includes and articulates accessibility / inclusive approach

GOAL**INCREASE REGION'S VISITOR ECONOMY****OUTCOME**

P3.C Increase in the worth and economic impact of the tourism sector for the region.

KPI

- P3.C.1 Increased visitation numbers
- P3.C.2 Increased average length of stay
- P3.C.3 Increased visitor spend
- P3.C.4 Increased Rockhampton Airport passengers

GOAL**INCREASE OVERSEAS VISITATION IN ROCKHAMPTON****OUTCOME**

P3.D Renewed international partnerships with inbound tourism markets that were impacted by COVID-19.

KPI

- P3.D.1 Increased number of overnight stays of visitors from overseas

GOAL**BUILD INDIGENOUS EXPERIENCES****OUTCOME**

P3.E Identify, develop and promote indigenous experiences.

KPI

- P3.E.1 Increased number of indigenous experiences and products

GOAL**GROW ROCKHAMPTON'S EVENT REPUTATION****OUTCOME**

P3.F City-shaping events that are unique, high-quality offerings that increase visitation.

KPI

- P3.F.1 Resident and visitor satisfaction with Advance Rockhampton led events
- P3.F.2 Increased and more diverse range in our major event offering

GOAL**ROCKHAMPTON IS KNOWN AS A NATIONAL EVENT PROVIDER****OUTCOME**

P3.G Rockhampton hosts, develops and supports nationally recognised events.

KPI

- P3.G.1 Increased number of nationally recognised events

GOAL**ROCKHAMPTON RECOGNISED AS A SPORTING DESTINATION****OUTCOME**

P3.H Attraction and retention a variety of sporting events as well as successful capitalisation on event and tourism opportunities from the 2032 Brisbane Olympics and Paralympics.

KPI

- P3.H.1 Increased number of international, national, local and regional sporting events
- P3.H.2 Increased visitor economy and sporting economy initiatives planned for 2032

GOAL**IMPROVED AIRLINE CONNECTIVITY****OUTCOME**

P3.I New airline attraction and direct flights to major Australian cities.

KPI

- P3.I.1 Increased number of flights, flight legs and destinations

P4

REGIONAL COLLABORATION & PARTNERSHIPS

ADVANCE ROCKHAMPTON SUPPORTS AND ADVOCATES FOR THE REGION'S LOCAL BUSINESSES. WE HELP OUR BUSINESSES PREPARE FOR THE OPPORTUNITIES THAT COME OUT OF MAJOR SUPPLY CHAINS. FROM START-UP ENTREPRENEURS TO MINING EQUIPMENT TECHNOLOGY AND SERVICES SPECIALISTS, WE'RE HERE TO HELP BUSINESSES FIND THEIR ENTRY POINT INTO SUPPLY CHAIN NETWORKS.

GOAL

INCREASE REGIONAL COLLABORATION

OUTCOME

P4.A Regional economic opportunities are achieved through collaborative efforts undertaken by the Central Queensland Regional Organisation of Councils (CQROC) and other key organisations.

KPI

- P4.A.1 CQROC advocates for funding and policy changes that provides outcomes for Rockhampton Region
- P4.A.2 Strategically align with industry and government organisations who will contribute to growth in key industry sectors

GOAL

INCREASE BUSINESS INNOVATION

OUTCOME

P4.B A regional business culture that strives for innovation and engages with regional and national innovation ecosystems.

KPI

- P4.B.1 Increase the number of local businesses that engage and adopt innovation

GOAL

INCREASE BUSINESS ACTIVITY

OUTCOME

P4.C Connect local businesses with state, federal agencies, major projects and economic opportunities.

KPI

- P4.C.1 Local businesses obtain 80% or higher local content into major projects

GOAL

IMPROVE BUSINESS READINESS

OUTCOME

P4.D Local businesses are prepared to realise major opportunities.

KPI

- P4.D.1 Local businesses engage with capacity building opportunities to improve business readiness
- P4.D.2 Increased number of local businesses including social enterprise and not-for-profit organisations

GOAL

INCREASE LOCAL EDUCATION EXPORT OPPORTUNITIES

OUTCOME

P4.E Support CQUniversity Australia to grow the education sector as a key regional export.

KPI

- P4.E.1 CQUniversity Australia increases domestic and international student participation in Rockhampton

GOAL

INCREASE COLLABORATIVE NETWORKING

OUTCOME

P4.F Local businesses are engaged with B2B networking opportunities and collaboratively drive regional priority industry areas.

KPI

- P4.F.1 Deliver stakeholder and network events that businesses engage with

GOAL

INCREASE INDUSTRY COLLABORATION

OUTCOME

P4.G Work with industry to realise Rockhampton Region's economic potential.

KPI

- P4.G.1 Realise the Rockhampton Region Key Industry Growth Areas milestones with industry participation – 2031 and 2041

P5

TALENT RETENTION & ATTRACTION

LIVEABILITY, VISITABILITY AND INVESTABILITY TAKES MANY FORMS AND MEANS MANY THINGS TO RESIDENTS, VISITORS AND INVESTORS. OUR AIM AT ROCKHAMPTON REGIONAL COUNCIL IS TO BUILD ONE GREAT REGION TO LIVE, VISIT AND INVEST.

GOAL

UNDERSTAND THE REGION'S WORKFORCE CAPABILITY

OUTCOME

P5.A Work with industry and stakeholders to understand current and future needs of the local workforce.

KPI

P5.A.1 Develop and Implement a Jobs Pipeline Study

GOAL

INCREASE THE REGION'S WORKFORCE CAPABILITY

OUTCOME

P5.B Work with industry and stakeholders to implement actions to improve the Region's workforce capability.

KPI

P5.B.1 Reduced unemployment rate

GOAL

IMPROVE INDUSTRY AND STUDENT ENGAGEMENT

OUTCOME

P5.C Increase student work awareness and experience opportunities through industry engagement initiatives.

KPI

P5.C.1 Number of High Schools and Tertiary providers that engage with industry facing opportunities

GOAL

ATTRACT AND RETAIN RESIDENTS VIA LIFESTYLE OPPORTUNITIES

OUTCOME

P5.D New and improved lifestyle and recreational opportunities.

KPI

P5.D.1 New and improved lifestyle and recreational assets

GOAL

IMPROVE CITY LIFESTYLE AMENITIES AND EXPERIENCES

OUTCOME

P5.E Deliver a more vibrant and activated Rockhampton CBD.

KPI

P5.E.1 Increased number of lifestyle focused businesses in the City that are accessible for a working population

GOAL

IMPROVE REGIONAL EDUCATION LEVELS

OUTCOME

P5.F Deliver quality education programs for early childhood cohorts through to tertiary and adult cohorts that enables higher achievements in qualifications attained.

KPI

P5.F.1 Increased qualifications attained across vocational, advanced diploma, diploma, bachelor or higher degree

FEDERAL AND STATE POLICY IMPROVEMENTS REQUIRED TO ACHIEVE ROCKHAMPTON REGION'S ECONOMIC MISSION

TO HELP ROCKHAMPTON REGION REACH ITS FULL POTENTIAL, AND TO REACH OUR ECONOMIC DEVELOPMENT GOALS, WE REQUIRE AND IN MOST CASES ADVOCATE FOR THE FOLLOWING POLICY CHANGES FROM STATE AND FEDERAL GOVERNMENTS.

AUSTRALIAN GOVERNMENT POLICY

AP.1 Relocate Army's 7th Brigade to Rockhampton

DEPARTMENT
DEFENCE

AP.2 Relocate RAAF's no.92 WG to Rockhampton

DEPARTMENT
DEFENCE

AP.3 Relocate Army's School of Armour to SWBTA

DEPARTMENT
DEFENCE

AP.4 Concentrate armoured vehicles in SWBTA

DEPARTMENT
DEFENCE

AP.5 Support sovereign aircraft maintenance in Rockhampton

DEPARTMENT
DEFENCE

AP.6 Northern Australia FBT exemption

DEPARTMENT
TREASURY

AP.7 Remote Tax Allowance increase

DEPARTMENT
TREASURY

AP.8 Expansion of the reinsurance pool to cover all types of buildings and infrastructure in northern Australia

DEPARTMENT
TREASURY

AP.9 Remove Commonwealth supported place caps at northern Australia-based universities (both domestic and international)

DEPARTMENT
EDUCATION

AP.10 Designated Area Migration Agreement (DAMA) for Rockhampton

DEPARTMENT
HOME AFFAIRS

AP.11 Skills and training to ensure the local workforce is qualified to deliver current and future skill needs of the Region's key industry sectors

DEPARTMENT
SKILLS & TRAINING

AP.12 Expansion of Great Barrier Reef investments to incorporate upgrading the environmental performance of municipal sewerage systems to reduce nutrient discharge loads

DEPARTMENT
ENVIRONMENT

AP.13 Introduce an energy capacity market to enable wholesale electricity markets to be available to meet peak electricity demand

DEPARTMENT
CLIMATE CHANGE & ENERGY

AP.14 Commonwealth investment into catalytic local infrastructure to support growth

DEPARTMENT
INFRASTRUCTURE, TRANSPORT & REGIONAL DEVELOPMENT

QP.1 Relocation of corporate head offices of key government owned corporations operating in Central Queensland into new CBD offices

DEPARTMENT
TREASURY (AS SHAREHOLDING MINISTER)

QP.2 Concentration of existing state services in Rockhampton Region into new CBD offices

DEPARTMENT
ENERGY, PUBLIC WORKS & PROCUREMENT

QP.3 Identification of Rockhampton as a designated defence industry hub

DEPARTMENT
STATE DEVELOPMENT, INFRASTRUCTURE, LOCAL GOVERNMENT & PLANNING

QP.4 Establish master plans for improved access to the Region's national parks

DEPARTMENT
ENVIRONMENT AND THE GREAT BARRIER REEF

QP.5 Removal of barriers to entry for more private ecotourism operators in national parks

DEPARTMENT
ENVIRONMENT AND THE GREAT BARRIER REEF

QP.6 Upgrading the environmental performance of municipal sewerage systems to reduce nutrient discharge loads

DEPARTMENT
ENVIRONMENT AND THE GREAT BARRIER REEF

QP.7 Retail electricity price competition, time-of-use metering

DEPARTMENT
ENERGY, PUBLIC WORKS & PROCUREMENT

QP.8 Rapid and reliable public transport in Rockhampton

DEPARTMENT
TRANSPORT & MAIN ROADS

QP.9 Use of existing rail infrastructure for regional passenger services

DEPARTMENT
TRANSPORT & MAIN ROADS

QP.10 Regulated east-west flights to Rockhampton

DEPARTMENT
TRANSPORT & MAIN ROADS

QP.11 Skilling and training funding to support local skilling of in-demand trades and professions

DEPARTMENT
EMPLOYMENT, SMALL BUSINESS & TRAINING

QP.12 Expand the availability of a diverse range of housing and accommodation

DEPARTMENT
COMMUNITIES AND HOUSING

QP.13 Expand first-home owner grants for the purchase of existing dwellings in the regions

DEPARTMENT
TREASURY

QP.14 Support car hire companies to implement an “open jaw” policy

DEPARTMENT
TOURISM, INNOVATION & SPORT

QP.15 Classify Rockynats as a “major event”

DEPARTMENT
TOURISM, INNOVATION & SPORT

QP.16 Water resources policy to update the Fitzroy Catchment Water Plan

DEPARTMENT
REGIONAL DEVELOPMENT AND MANUFACTURING AND MINISTER FOR WATER

QP.17 Introduction of catchment-wide water trading and contestability

DEPARTMENT
REGIONAL DEVELOPMENT AND MANUFACTURING AND MINISTER FOR WATER

QP.18 State investment to acquire industrial land in the Rockhampton Region

DEPARTMENT
STATE DEVELOPMENT, INFRASTRUCTURE, LOCAL GOVERNMENT & PLANNING

QP.19 Invest in future energy solutions at Stanwell

DEPARTMENT
ENERGY, PUBLIC WORKS & PROCUREMENT

QP.20 Invest in waste to energy solutions

DEPARTMENT
ENERGY, PUBLIC WORKS & PROCUREMENT

ECONOMIC FORECASTING

ACCOUNTING FOR THE POTENTIAL FOR STEP-CHANGE IN THE REGION'S GROWTH, ROCKHAMPTON HAS THE POTENTIAL TO GROW AT A CONSIDERABLY FASTER RATE THAN A BAU APPROACH TO GROWTH.

The key economic forecasts provide the following information:

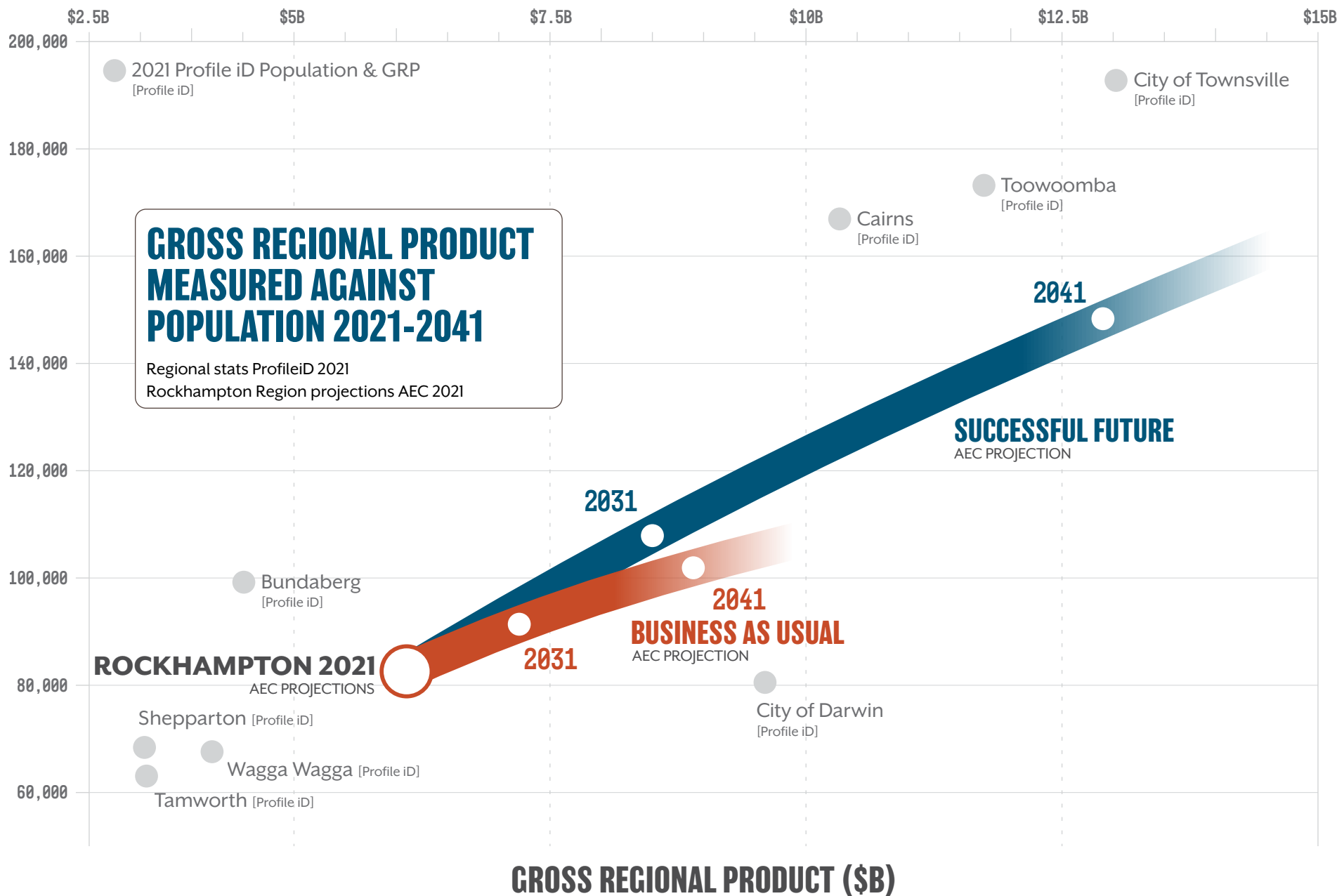
BUSINESS AS USUAL (BAU)

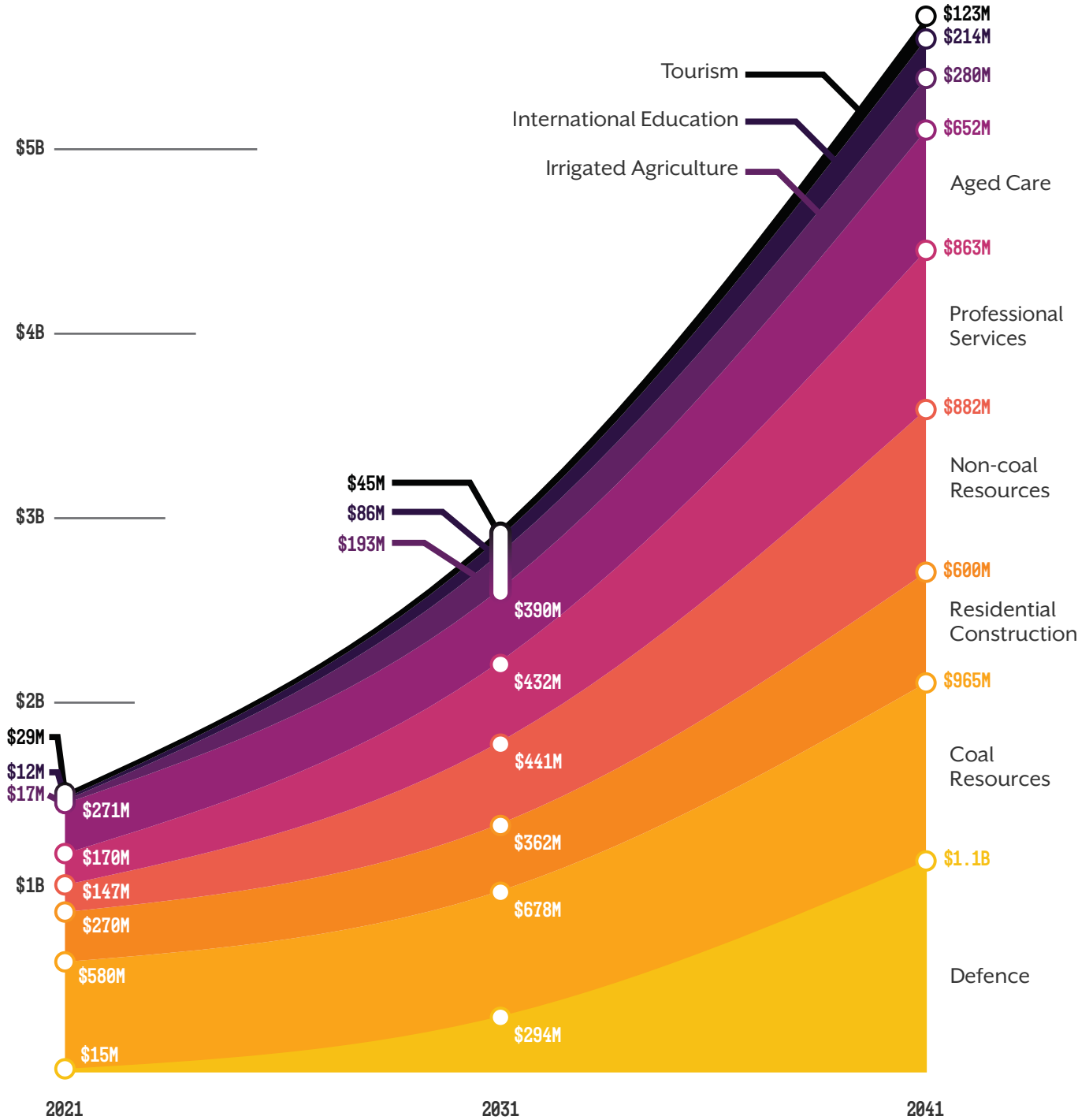
Where the economy will continue to grow by historic trends, in accordance with the Queensland Government projections.

SUCCESSFUL FUTURE

Where a series of step-changes in economic growth are realised, through catalytic infrastructure investment, internal industry growth and attraction of new major industries to the Region.

ESTIMATED RESIDENT POPULATION



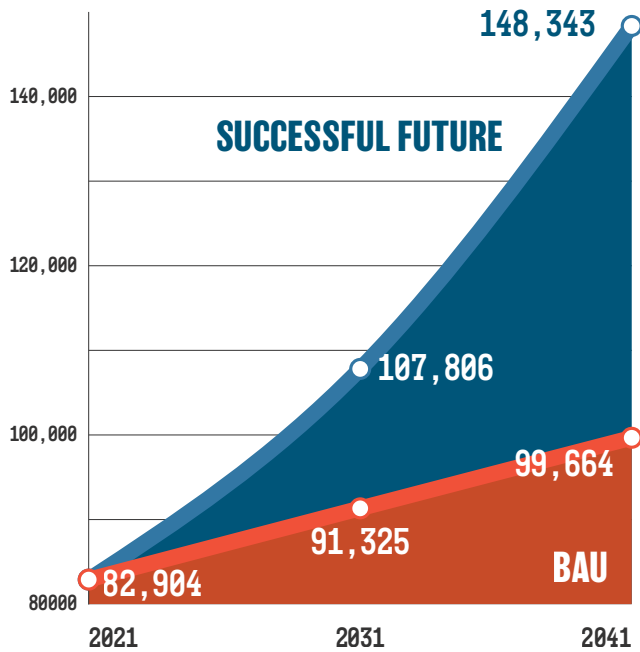


ROCKHAMPTON REGION KEY INDUSTRY GROWTH AREAS BY GROSS REGIONAL PRODUCT 2021-2041

AEC Projection

GROSS REGIONAL PRODUCT

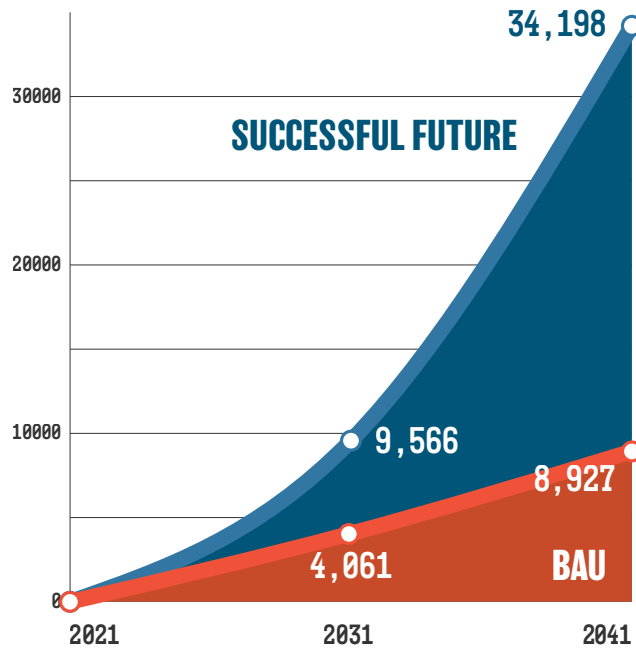
By 2041 the successful future projected GRP of Rockhampton is \$12.9 billion if the Region's opportunities are realised – this is a \$4.2 billion increase above business usual.



POPULATION GROWTH

The estimated residential population (ERP) of Rockhampton is 82,596, growing at a rate of 1.8% below the state population growth rate of 2.1%.

Realising the opportunities will enable annual population growth of 2.8% to 2051, higher than the BAU projection of 1.1%. By 2041, Rockhampton is expected to house 80% more people in a successful future scenario than 2021.

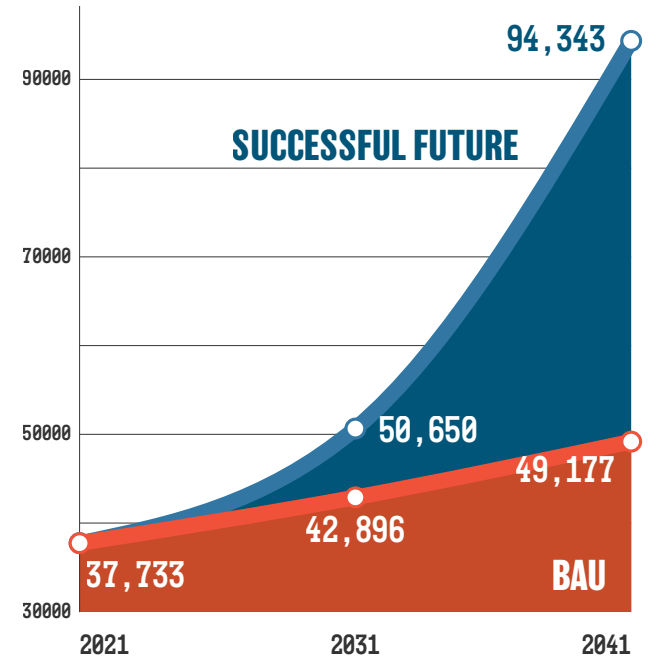


ADDITIONAL DWELLINGS

To house the Region's growing workforce, significant investment in residential dwellings is required.

With a successful future, the full development potential of Gracemere and Parkhurst will be realised, driving demand for a variety of housing options throughout the Region.

The growth of residential population in the city centre will support a transformation of business opportunity in the Rockhampton CBD.



LABOUR FORCE

With the investment into key opportunities within the Region, the labour force in the Region is expected to grow over the next 20 years.

Rockhampton's labour force is projected to grow at a rate of 2.9% in a successful future where opportunities presented are capitalised. This is more than double than the labour force growth rate at BAU of 1.2%.

ENVISIONING THE FUTURE OF ROCKHAMPTON

HIGH IMPACT AREAS

THE CENTRAL BUSINESS DISTRICT, FITZROY FOOD BOWL, GRACEMERE & GRACEMERE INDUSTRIAL AREA (GIA), AND PARKHURST WERE IDENTIFIED THROUGH ANALYSING INFORMATION FROM THE ROCKHAMPTON PRECINCT ACTIVATION SURVEY, THE ADVANCE ROCKHAMPTON ECONOMIC DEVELOPMENT SURVEY AND THE COMMUNITY ENGAGEMENT FEEDBACK WORKSHOPS, COUPLED WITH INDUSTRY GROWTH OPPORTUNITIES.

To grow the Region's economy, we will place extra focus on the following areas because there are significant opportunities to grow industries aligned with defence, agriculture, manufacturing, aged care, residential and commercial development.

WE WILL ACHIEVE THE HIGHEST IMPACT THROUGH **FOUR AREAS**

A1

**CENTRAL
BUSINESS
DISTRICT**

A2

**FITZROY
RIVER FOOD
BOWL**

A3

**GRACEMERE
AND THE
GIA**

A4

**PARKHURST
NORTHERN
CORRIDOR**



A1

CENTRAL BUSINESS DISTRICT

THE ROCKHAMPTON CBD HAS THE POTENTIAL TO BECOME A MAJOR PROFESSIONAL SERVICES HUB FOR CENTRAL QUEENSLAND. THIS GROWTH WILL BE SUPPORTED BY THE DEVELOPMENT OF NEW CULTURAL INFRASTRUCTURE TO AID IN THE TRANSFORMATION OF THE CBD, AS WELL AS ENCOURAGE FURTHER GROWTH WITHIN THE RESIDENTIAL COMMUNITY TO ENABLE A VIABLE DAY AND NIGHT TIME ECONOMY.

INFRASTRUCTURE REQUIREMENTS

- A1.01 Construction of Rocky Stadium and Browne Park Stadium
- A1.02 Redevelopment of the Rockhampton Showgrounds Complex
- A1.03 CQUniversity Tafe Centre of Excellence
- A1.04 Multi-storey car parking
- A1.05 Rockhampton Performing Arts and Conference Centre
- A1.06 All abilities jetty on the south side of the river.
- A1.07 Green street beautification
- A1.08 Western rail alignment (and subsequent removal of the heavy rail in the CBD)
- A1.09 South Rockhampton flood levee
- A1.10 Agricultural Centre of Excellence

INVESTMENT OPPORTUNITIES

- + Dense residential development
- + Hotel and short-term accommodation
- + CBD office space
- + Additional food and beverage retail services

A2

FITZROY RIVER FOOD BOWL

THE FITZROY FOOD BOWL CAN SUPPORT THE DEVELOPMENT OF A MORE DIVERSE REGIONAL ECONOMY. THE CONSTRUCTION OF NEW WATER STORAGE AND DISTRIBUTION INFRASTRUCTURE IN THE LOWER FITZROY WILL ENABLE A STEP-CHANGE IN AGRICULTURAL PRODUCTION IN ROCKHAMPTON REGION. RELIABLE WATER WILL SUPPORT THE DEVELOPMENT OF HIGH-VALUE IRRIGATED HORTICULTURAL AND BROADACRE PRODUCTS, WHICH IN TURN UNLOCKS FOOD MANUFACTURING OPPORTUNITIES AND HIGHER VALUE SUPPLY CHAINS.

INFRASTRUCTURE REQUIREMENTS

- | | | |
|---|--|---|
| A2.01 Water distribution network | A2.03 Pumped hydro generation | A2.06 Rockhampton Ring Road |
| A2.02 Increased water storage (Eden Bann Weir raising and off-stream storage) | A2.04 Glenroy River crossing and road upgrades | A2.07 Parkhurst intermodal rail terminal |
| | A2.05 CQLX upgrade | A2.08 Telecommunications upgrade (lower Fitzroy region) |

INVESTMENT OPPORTUNITIES

- | | | |
|----------------------------|--------------------------------------|-------------------------------------|
| + Irrigation enterprises | + Agricultural services and supplies | + Food processing and manufacturing |
| + Feed lotting enterprises | | + Freight and logistics services |

A3

GRACEMERE AND THE GIA

GRACEMERE IS ROCKHAMPTON'S SOUTHERN GROWTH CORRIDOR. DEVELOPMENT IN GRACEMERE CAN SUPPORT A TOTAL RESIDENTIAL POPULATION OF UP TO 20,000 RESIDENTS AND ENABLE CONSIDERABLE GROWTH IN THE REGION'S INDUSTRIAL LAND SUPPLY. DEVELOPMENT OF THE REGION'S AGRICULTURAL, DEFENCE AND MINING INDUSTRIES IS EXPECTED TO INCREASE DEMAND FOR INDUSTRIAL LAND, WHICH CAN BE ACCOMMODATED IN THE GRACEMERE INDUSTRIAL AREA (GIA). THE UPGRADE OF THE CAPRICORN HIGHWAY AND ROAD TRAIN ACCESS TO PORT ALMA AND GLADSTONE PORT WOULD PROVIDE AN IDEAL LOCATION FOR NEW FREIGHT LOGISTICS BUSINESSES.

INFRASTRUCTURE REQUIREMENTS

A3.01 Water and sewage trunk extensions

A3.02 CQLX upgrade

A3.03 Rail station for commuter connection to Rockhampton and Gladstone

A3.04 Gracemere high school

A3.05 Green transport avenues

A3.06 Stanwell intermodal rail terminal

INVESTMENT OPPORTUNITIES

+ Residential housing development

+ Commercial development

+ Industrial land development

+ Large scale manufacturing and processing

+ Food product manufacturing

+ Machinery and equipment manufacturing



A4

PARKHURST

PARKHURST IS ROCKHAMPTON'S NORTHERN GROWTH CORRIDOR. DEVELOPMENT IN PARKHURST CAN SUPPORT A TOTAL RESIDENTIAL POPULATION OF UP TO 14,000 RESIDENTS AND ENABLE CONSIDERABLE GROWTH IN THE REGION'S INDUSTRIAL LAND SUPPLY. DEVELOPMENT OF THE REGION'S AGRICULTURAL, DEFENCE AND MINING INDUSTRIES IS EXPECTED TO INCREASE DEMAND FOR INDUSTRIAL LAND, WHICH CAN BE ACCOMMODATED IN THE PARKHURST INDUSTRIAL AREA. THE PROJECTED POPULATION GROWTH AS A RESULT OF THE POTENTIAL DEVELOPMENT OF AN ARMY BARRACKS CAN ALSO BE ACCOMMODATED WITH THE PARKHURST AREA. FURTHERMORE, THE INTERSECTION OF THE ROCKHAMPTON RING ROAD AND WESTERN RAIL ALIGNMENT PROVIDES A NEW HIGH QUALITY ACCESS POINT TO KEY TRANSPORT NETWORKS.

INFRASTRUCTURE REQUIREMENTS

A4.01 Water and sewer trunk extensions (including north-south water connection)

A4.03 Western rail alignment

A4.06 Parkhurst intermodal transport hub

A4.04 Green transport avenues

A4.05 Community centre and library

A4.02 Rockhampton Ring Road

INVESTMENT OPPORTUNITIES

- + Residential housing development
- + Commercial development
- + Industrial land development

- + Fabricated metal manufacturing
- + Non-metallic mineral product manufacturing

- + Chemical product manufacturing



Economic Development, Tourism,
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