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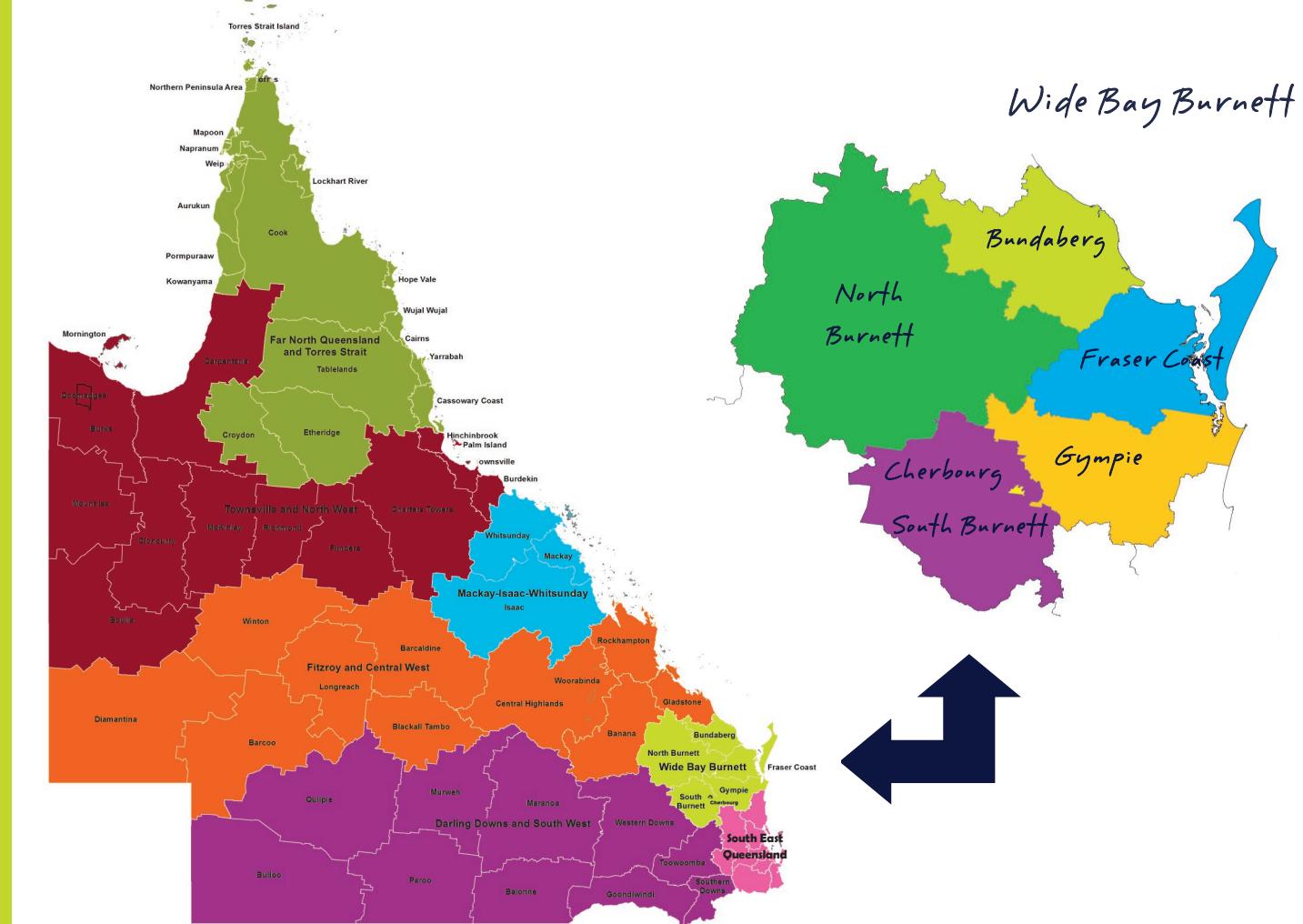
# Queensland's Regions

Seven Queensland areas derived from regional planning boundaries have been used to define Queensland's RDA Regions.

## Wide Bay Burnett Region

The coastal and hinterland areas of the Wide Bay Burnett have unique natural advantages, with an enviable climate and proximity to the major trading and services centre of Brisbane.

The 48,600 square kilometres of the Wide Bay Burnett region has some of Queensland's most renowned coastal communities and significant natural resources, including the World Heritage listed Fraser Island and Great Barrier Reef.



## *Message from the Chair*

Regional Development Australia (RDA) is a national network of committees made up of local leaders who work with all levels of government, business and community groups to support the development of their regions.

As the regional development voice of their communities, RDA committees:

- consult and engage with communities
- promote and participate in regional programs and initiatives
- provide information and advice on their region to all levels of government, and
- support informed regional planning.

Each RDA committee is tasked with developing a Regional Roadmap which outlines priorities for the region and guides them in strengthening their communities.

Regional Development Australia Wide Bay Burnett (RDA WBB) supports the most populated region in Queensland, outside of the South East Queensland

region, with its growth projected to continue to an anticipated 245,139 in 2031 (Source: Census 2011).

It is vital that RDA WBB maintains a sound and transparent approach when planning the advancement and sustainability of growth throughout the region.

The RDA WBB Roadmap includes an overview of the region providing strong evidence for key regional priorities and builds on the success of the past year's initiatives. The Roadmap also seeks to identify opportunities for further collaboration between the region's stakeholders in order to realise the full potential of the Wide Bay Burnett region.

I believe you will find the Roadmap offers a useful guide for the Wide Bay Burnett's regional growth and prosperity which promotes a collaborative approach to regional development initiatives across all tiers of government, non-government organisations and industry sectors.

*G.D Maclean.*



*Grant Maclean  
Chair  
Regional  
Development  
Australia  
Wide Bay Burnett*

In partnership with



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# Executive Summary

The WBB region is undergoing substantial social and economic change. Diverse and unique, the region possesses significant natural resources, including the World Heritage listed Fraser Island and Great Barrier Reef, and the Ramsar listed Great Sandy Straits wetlands.

With the impact of recent flooding and other natural disasters the region has emerged with resilience and determination to look to a positive future. The RDA WBB Roadmap provides guidance as well as direction to support regional stakeholders with a view toward social and economic sustainability.

This Roadmap seeks to present a clear and concise focus on the region's priorities and is intended to be utilised as a key reference document that encourages collaboration and informed decision-making across all levels of Government, business and community groups.

The first Regional Roadmap was developed in 2010

through an extensive research and consultation process with community and business leaders and representatives from the six local government areas which make up the Wide Bay Burnett. A framework for regional development activities and initiatives was identified through five key regional priorities that underpin RDA WBB's actions and direction.

RDA WBB's Regional Priorities include:

- ◆ Strengthening our Regional Profile
- ◆ Driving Economic Prosperity and Job Creation
- ◆ Fostering Natural Resources Management and Sustainability
- ◆ Advancing Education and Training
- ◆ Supporting our Community and Social Wellbeing

The Regional Priorities form the basis of the development of RDA WBB's Key Workstreams.

## Key Workstreams

Increasing  
Government  
Confidence &  
Recognition

Workforce  
Development

Attracting  
Investment in  
High Priority  
Activities

Developing a  
Culture of  
Education



# How We Work



## Executive Summary cont.

**Strengthening our Regional Profile;** A coordinated regional approach to planning has improved the Region's profile with its six Councils increasing their collaboration on regional activities. Despite this growing collaboration, the region still faces persistently significant challenges. These remain barriers to growth and require immediate and critical attention and affirmative action.

**Advancing Education and Training;** Benefiting from two University campuses and several TAFE campuses the region offers strong education and training capabilities. However, the WBB still has low participation and attainment rates in education. The development of a stronger culture of education, beginning at the Early Childhood phase, will contribute to higher attainment levels and the attraction of students from outside the area to research and study in our region.

**Driving Economic Prosperity and Job Creation;** Increases in critical mass associated with population growth provide a strong foundation for the region. There are many opportunities to drive job creation and economic prosperity but key to their success is a united focus on investment attraction, innovation, research and development and diversification.

**Fostering Natural Resources Management and Sustainability;** Home to nationally-protected and in some cases internationally recognised natural resources, the Wide Bay Burnett abounds in opportunities but also faces complex and expensive challenges when it comes to natural resource management and sustainability. The need to balance population growth and expanded infrastructure development with environmental protection is critical for sustainable growth into the future.



# Executive Summary cont.

## **Supporting our Community and Social Wellbeing;**

The Region enjoys an inclusive and supportive community environment which hosts a range of accessible cultural events and both local and regional festivals. There needs to be a focussed effort to improve and expand the range of community services available to residents to support the increasing needs in aged care, mental health, disability and youth services.

**Challenges and Opportunities;** There is no doubt that the Wide Bay Burnett offers a lifestyle enriched with the attributes of beautiful countryside, urban centres, rainforests, beaches and friendly communities. However it is not immune to unique social and community challenges with high unemployment, an ageing population and lower than average educational attainment and income levels. Youth employment is a priority and as the population grows and ages the number of families requiring disability and aged care assistance is likely to increase.

Demand for skilled workers in regional Queensland is high and continues to grow. Through its last series of community consultations on current Workstreams RDA WBB identified that a clear concerted effort was required to take advantage of the employment opportunities offered in Queensland's mining operations and related services. Furthermore, the importance to the Region of adopting a culture of education that delivers a skilled workforce to support this is paramount.

The Queensland Government has a strong focus on the four pillar economy, developing Queensland's strengths in tourism, agriculture, resources and construction. RDA WBB believes that the Regional Priorities and Workstreams outlined in this Roadmap support the four-pillar approach toward building a more resilient and productive economy for the Wide Bay Burnett region.

## 4 Pillar Economy

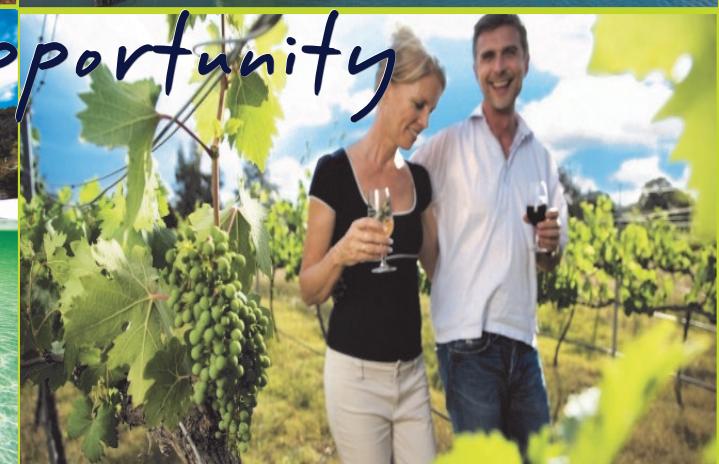
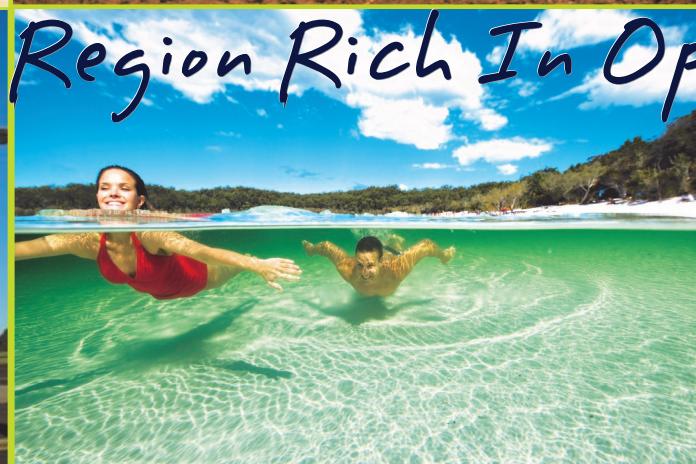
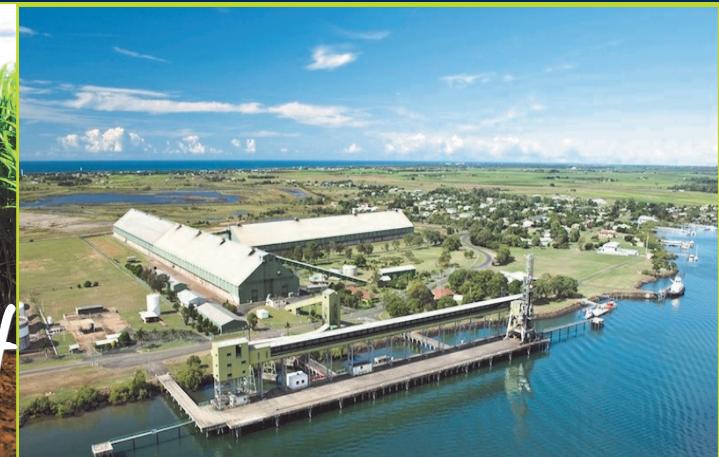
Agriculture

Construction

Resources

Tourism





# Vision for the Region

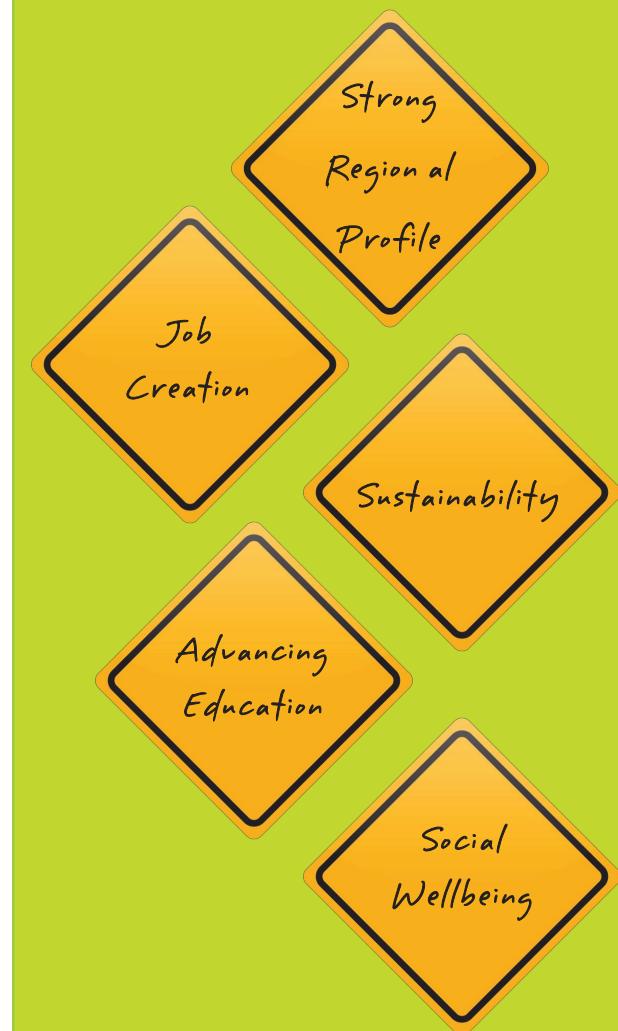
The Wide Bay Burnett is a diverse region rich in opportunity. Regional Development Australia Wide Bay Burnett recognises the importance of working together to make the most of these opportunities and to forge a long-term vision for the Region. RDA WBB continues to focus on the Regional Priorities.

During 2013-2014 RDA WBB will develop the Wide Bay Burnett Situation Report. This will outline the vision for the next 15 years and identify regional

priorities through a collaborative consultation process involving community members, business and industry representatives, and all tiers of government. A series of forums will be held where the engagement process will review the history of the region; the aspirations and achievements of the original Roadmap Version 1 and through the development of a vision for the next 15 years, confirm regional priorities that will guide our region towards sustained development for the future.



# Regional Priorities



Promote

Consult

Engage

Participate

Advocate

# Role of Regional Development Australia

Regional Development Australia (RDA) was established in 2009 to bring together all levels of government to support the development of regional Australia. RDA has a pivotal role in ensuring the long-term sustainability of Australia's regions, by working with regional stakeholders to help address the economic, social and environmental issues affecting regional communities.

Throughout Australia, RDA committees have been convened with a focus on being important contributors to, and drivers of:

- ◆ social inclusion strategies that will bring together and support all members of the local and broader community
- ◆ regional business growth plans and strategies that will help support economic development, job creation, skills development and business investment
- ◆ environmental solutions that will support ongoing sustainability.

Across Australia, RDA takes a leadership role in bringing together organisations to take advantage of government programs, policies and initiatives. Some of the key activities of RDA include:

- ◆ providing an effective conduit between governments and regional communities, through a strong understanding of federal, state and local government policies and initiatives, and the ways in which local communities can engage with them
- ◆ supporting, promoting and disseminating information on government policy initiatives for the benefit of local communities
- ◆ supporting the growth and development of regional communities, by articulating local priorities, identifying and aligning resources, engaging with stakeholders and promoting solutions. Queensland has 12 RDA committees: these are funded by the Australian and State Governments and administered by the Department of Regional Australia, Local Government, Arts and Sport.



# Benefits of Regional Engagement

## Stakeholders in the Wide Bay Burnett

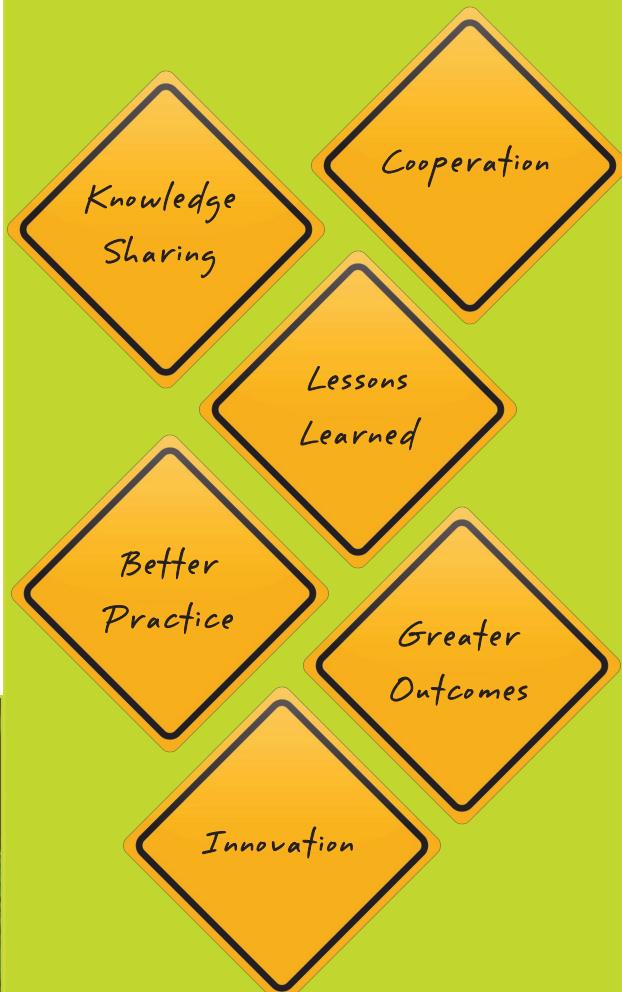


Effective cross-sectional partnerships and integrated regional planning involves identifying appropriate regional community leaders to engage when developing regional strategies.

Strong alignment, close working relationships, cooperative regional planning and joint membership between regional engagement organisations can play an important role in supporting development initiatives and leveraging existing governance arrangements. In addition, effective regional engagement can help build the capacity and capability of local leaders and foster greater competition between regional engagement organisations that are focused on similar issues.

RDA understands that successful regional planning depends on working closely with a range of stakeholders who can provide the information needed to identify the economic, environmental and social factors that define and influence the region.

The team at RDA WBB also understands the importance of collaborating with stakeholders to implement regional plans and strategies.



# Wide Bay Burnett Regional Snapshot

The region possesses significant natural resources, including the World Heritage listed Fraser Island and Great Barrier Reef, and the Ramsar listed Great Sandy Straits wetlands, which drive economic development, population and employment growth.

While the region has numerous assets it also faces some vast challenges, including persistent high levels of unemployment and educational attainment and an historically low labour force participation rate. The region currently has one of the highest unemployment rates in Australia, with the latest figures showing unemployment at 8% (as at Dec 2012). In order for the whole region to prosper and to drive economic growth these challenges will need to be addressed.

Although the region historically has had a strong emphasis on the agriculture and tourism sectors, the effects of natural disasters, the strong Australian dollar and higher interest rates has impacted these sectors with many businesses struggling to recover.

These events and subsequent impacts on industries that have been the backbone of the Wide Bay Burnett have forced the region to consider alternatives for workforce engagement and economic development. In recent years the resource sector has become a focus for economic change with large scale projects offering direct employment opportunities which in turn impacts wages and expenditure on local business services.

With sound regional infrastructure in health services, education, water supply as well as lifestyle opportunities such as recreational activities and affordable housing, the region has the capacity to absorb an increase of resource sector workers and their families.

A significant challenge for the region is to foster growth, within a weak economy, that supports prosperity across sub-regions, sectors and households. Key stakeholders have to work together on policy, innovation and planning in order for the Wide Bay Burnett to realise its full potential.



## Our Place

Covers an area of 48,598.7km<sup>2</sup>

Accounts for 2.8% of the total area of Queensland

WBB currently has 4,607,576ha of rural land which represents 95.31% of the region with 13,767ha suitable for development (0.29% of the region)

Refer to Wide Bay Burnett Regional Plan 2011 for more urban land information and issues.

## Our Environment

Average daily temperature ranges from 13.9°C to 26.5°C

Average rainfall each year is 885mm

WBB possesses significant natural resources which drive economic development and growth across the region. WBB can boast areas of natural abundance such as:

- ◆ World Heritage listed Fraser Island - the largest sand island in the world
- ◆ Southern areas of the Great Barrier Reef
- ◆ Great Sandy Biosphere with Ramsar listing of the Great Sandy Straits wetlands
- ◆ Cooloola Sand Mass
- ◆ Waters of Hervey Bay and the Great Sandy Straits
- ◆ Mingo Crossing & Paradise Dam Recreational Areas
- ◆ Mon Repos Turtle Rookery
- ◆ River systems including the Burnett, Elliott and Mary Rivers, the Tin Can Bay Inlet tributaries, Baffle Creek, and Woongarra Coast
- ◆ R M Williams Learning Centre
- ◆ South Burnett Wineries & Cellar Doors
- ◆ Lake Barambah & Boondooma Dam
- ◆ Cania Gorge and numerous other State Forests
- ◆ Bunya Mountains

## Our Industry

Manufacturing at 10.4% of Gross Regional Product (GRP) and Agriculture, Forestry & Fishing at 9.7% of GRP are traditionally two of the region's primary economic drivers contributing significantly to Queensland's exports.

Tourism is also a significant economic driver for the region with iconic natural attractions, activities, community events and cultural festivals.

Other significant contributors to GRP include advanced manufacturing, aviation, construction, engineering, machinery and equipment products, food services, accommodation and property rental, retail trade and provision of services.

Increased industry and business opportunities are emerging through the resources sector with the WBB Region positioned close to the CSG, LNG and mining developments in the Gallilee, Bowen and Surat Basins and Gladstone Regions.

WBB Region has 22,569 businesses – 95.9% are small businesses that employ less than 20 people; 3.9% are medium business employing 20-99 people; 0.2% are large businesses employing 100+ people

In 2010-11, the region contained 11,338 businesses with a turnover under \$100,000, 10,373 businesses with a turnover between \$100,000 and \$2 million, and 858 businesses with a turnover of \$2 million or more.

In 2010-11, the Agriculture, Forestry and Fishing industry had the largest number of businesses in the region, with 5,950 businesses or 26.4 per cent of the total number of businesses.



# Population Analysis

Figure 1 provides a summary of selected demographic indicators for WBB and its constituent LGAs. Over two thirds of the regional population resides in Fraser Coast and Bundaberg, and these two principal centres are projected to absorb a further 78% of regional population growth over the next decade. Wide Bay Burnett has a relatively high proportion of Indigenous persons at 4.0% of the total population. The Indigenous community of Cherbourg has 97.5% Indigenous persons, and North Burnett also has a very high rate of 9.4%. Wide Bay Burnett typically has a homogenous population otherwise, with a very low proportion of people speaking languages other than English at home.

The WBB region has a noted retention concern with the 15 to 44 years age bracket, with this portion of the population (31.8%) considerably under-represented compared to the state average (41.2%) (ABS, 2012).

Source: ABS, 2012b, 2012c, 2012d, 2012e, 2012f, 2012g, 2012h, *Community Impact Study 2013*

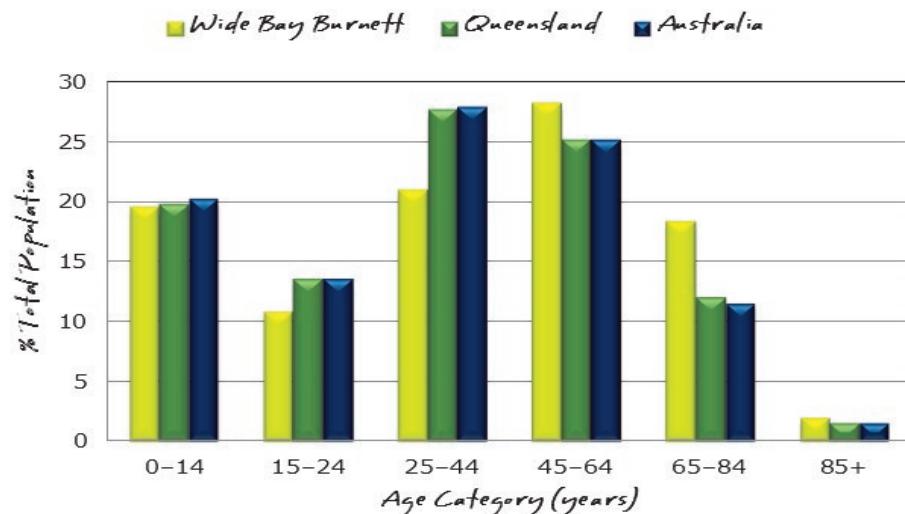
The Wide Bay Burnett region has an atypically high portion of persons aged 65 years and older (ABS, 2012). This has been the result of an ongoing in-migration of retirees and pensioners in particular, attracted by the lower cost of living associated with the area, historically a result of low productivity and low incomes (National Institute of Economic and Industry Research, 2006). Further to this, the region's 'largest export' is its youth, where 'young people do not believe they have any career opportunities in the region' (Chamber of Commerce and Industry Queensland, 2012). Such a population profile has implications for social infrastructure, with particular emphasis on an increased need for health and community services. Figure 2 demonstrates WBB's skewed age profile relative to those of Queensland and Australia.

Source: ABS, 2012, *Community Impact Study 2013*

Figure 1 Selected demographic indicators, Wide Bay Burnett

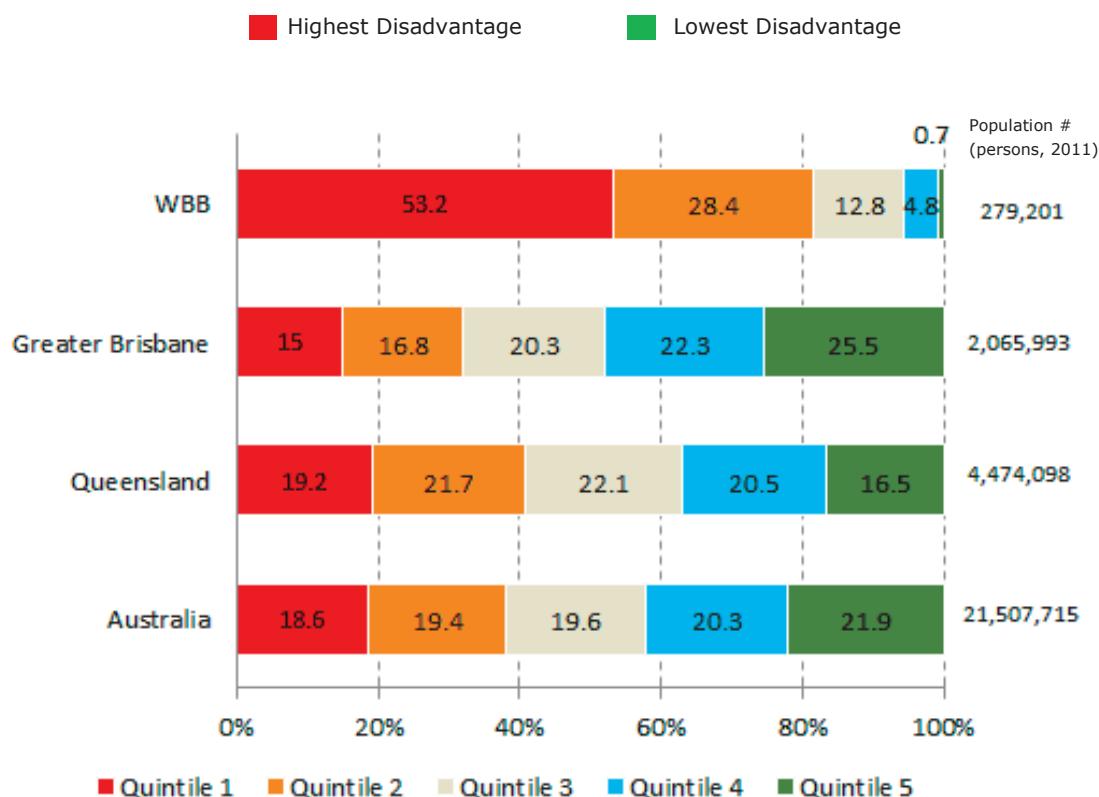
	Current population (2012 ERP)	Projected popn growth % (10 yr)	% WBB popn (10yr)	% Indigenous	% Speaks other language at home
Bundaberg	91,858	2.5	34.0	3.3	8.5
Cherbourg	1,272	1.3	0.2	97.5	8.2
Fraser Coast	97,296	2.9	43.3	3.6	8.0
Gympie	46,668	2.1	14.5	2.8	7.7
North Burnett	10,342	0.9	1.3	9.4	6.0
South Burnett	31,765	1.5	6.6	4.4	6.4
<i>WBB Total</i>	<i>279,201</i>	<i>2.4</i>	<i>100.0</i>	<i>4.0</i>	<i>8.0</i>
Queensland	4,474,098	1.9	n.a.	3.6	15.2

Figure 2 Age profile, Wide Bay Burnett, Queensland and Australia, 2011



# Socio-Economic Status

Figure 3 Index of Relative Disadvantage - percentage of total population residing within Australian CD\* quintiles, 2011



The Wide Bay Burnett Region has a relatively low socioeconomic status (i.e. low prevailing incomes, economic resources and education outcomes). The Australian Bureau of Statistics' Socioeconomic Indexes for Areas (SEIFA) provide the best comparison of socioeconomic status across geographic areas.

By the SEIFA Index of Relative Socioeconomic Disadvantage (IRSD), Quintile 1 (of Australian Collector Districts) represents those areas with the highest level of socioeconomic disadvantage and Quintile 5 represents those with the lowest. Figure 3 shows WBB's relative resident population shares within these quintiles, and demonstrates that an exceptionally large proportion of WBB's population live in highly disadvantaged areas. Over 81.6% of WBB's population reside in Quintile 1 and 2 collector districts. By comparison, Greater Brisbane recorded just 31.8% by this measure. The equivalent Queensland and Australian figures are both around 40%.

Wide Bay-Burnett is the lowest ranked statistical division in Queensland by the IRSD, and has been so since at least 2001 (Caniglia et al., 2010). \* Collector District

# This is the usual resident population count used to calculate SEIFA scores and may differ from published estimated resident population counts.

Source: ABS, 2011, ABS 2033.0.55.001, *Census of Population and Housing: Socio-Economic Indexes for Areas (SEIFA), Australia - Data only, 2011*, (Queensland Treasury and Trade derived) Community Impact Study 2013

# Industry Employment Analysis

The two largest industries providing employment for 2011-2012 were Trade Services (21.3%) and Public Services (23.1%)

Agriculture in the WBB has a significantly higher percentage of people employed when compared to the State

WBB Region faces significant challenges with persistent high unemployment levels (7.9% in 2011-12) and historically low labour force participation rates (55.9% in 2011-12). Participation rates have improved slightly since 2010-2011.

Of the 125,700 employed, 85,800 (68%) have Full-time employment and 39,800 (32%) have Part-time employment. (Queensland 71.6% Full-time Employment and 28.3% Part-time Employment)

Source: ABS Regional Data 2011-12 At the time of the 2011 Census;

- ♦ Health Care and Social Assistance was the largest industry of employment for Wide Bay Statistical Area Level 4 (SA4) usual residents, with 14,033 persons or 14.0 per cent of the employed labour force.
- ♦ Other industries with relatively large numbers of employed persons included Retail Trade (12,335 persons or 12.3 per cent) and Manufacturing (8,884 persons or 8.9 per cent).
- ♦ The Education and Training, Agriculture and Construction industries also support a relatively large number of employed persons across the region with each representing approximately 8% of the employed labour force.

Source: ABS 2011

Figure 54 Employment by Industry

Employment Industry	% Employed QLD	% Employed WBB	WBB % of QLD
Agriculture	3.1%	9.2%	15.9%
Livestock	1.0%	2.4%	12.6%
Crops	1.4%	3.6%	14.4%
<i>Agriculture Services, Forestry &amp; Fishing</i>	0.7%	3.2%	23.0%
Mining	2.1%	1.4%	3.7%
<i>Coal, Oil &amp; Gas</i>	1.2%	0.8%	3.5%
<i>Metal Ores</i>	0.4%	0.3%	3.2%
<i>Other Mining</i>	0.5%	0.4%	4.5%
Manufacturing	8.1%	7.9%	5.2%
<i>Food Manufacturing</i>	1.7%	2.5%	8.0%
<i>Textiles, Clothing &amp; Footwear</i>	0.4%	0.4%	5.8%
<i>Wood &amp; Paper</i>	1.2%	2.1%	9.3%
<i>Chemicals &amp; Petroleum</i>	0.5%	0.2%	2.2%
<i>Non Metal Mineral Products</i>	0.4%	0.3%	4.0%
<i>Metal Products</i>	1.5%	0.8%	2.9%
<i>Other Manufacturing</i>	2.4%	1.5%	3.5%
Utility	0.8%	1.2%	7.4%
Construction	11.8%	11.9%	5.4%
Services	74.0%	68.5%	5.0%
<i>Trade</i>	20.3%	21.3%	5.6%
<i>Accommodation &amp; Restaurants</i>	5.3%	5.6%	5.6%
<i>Transport &amp; Storage</i>	5.0%	3.9%	4.2%
<i>Communication</i>	1.2%	0.9%	4.1%
<i>Finance &amp; Insurance</i>	2.4%	1.3%	3.0%
<i>Business Services</i>	10.7%	6.7%	3.4%
<i>Public Services</i>	21.9%	23.1%	5.7%
<i>Other Services</i>	7.1%	5.6%	4.2%

Figure 5: Number of persons by total personal weekly income

Statistical area level 3	Less than \$400 p/week		\$400 to \$999 p/week		\$1,000 to \$1,999 p/week		\$2,000 or more p/week		Total
	#	%	#	%	#	%	#	%	
Bundaberg	29,947	43.9	22,286	32.6	8,933	13.1	1,680	2.5	68,285
Burnett	17,489	46.7	11,558	30.9	4,226	11.3	951	2.5	37,446
Gympie-Cooloola	16,221	44.7	11,774	32.4	4,447	12.2	727	2.0	36,306
Hervey Bay	19,832	46.4	13,583	31.8	5,099	11.9	922	2.2	42,706
Maryborough	15,723	45.7	10,722	31.1	4,095	11.9	555	1.6	34,428
Wide Bay Burnett	99,212	45.3	69,926	31.9	26,805	12.2	4,832	2.2	219,169
Queensland	1,195,059	34.6	1,095,509	31.7	689,495	19.9	191,236	5.5	3,456,877
Wide Bay SA4 as % of QLD	8.3	..	6.4	..	3.9	..	2.5	..	6.3

Figure 6 Unemployment and labour force (a) by statistical area level 3, Wide Bay SA4, December quarter 2012

Statistical area level 3	Unemployed #	Labour force #	Unemployment Rate %
Bundaberg	3,585	43,976	8.2
Burnett	1,663	25,735	6.5
Gympie-Cooloola	1,753	23,748	7.4
Hervey Bay	2,326	23,145	10.0
Maryborough	1,655	20,899	7.9
Wide Bay Burnett	10,981	137,502	8.0
Queensland	143,637	2,480,728	5.8
Wide Bay SA4 as % of QLD	7.6	5.5	..

## Income Analysis

At the time of the 2011 Census, Wide Bay Statistical Area Level 4 (SA4) had 99,212 persons aged 15 years and over who stated that their total personal weekly income was less than \$400 (45.3 per cent of all persons aged 15 years and over). This was higher than the 34.6 per cent recorded in Queensland.

Within the region, Burnett Statistical Area Level 3 (SA3) had the highest proportion of persons with a total personal weekly income less than \$400 (46.7 per cent), followed by Hervey Bay SA3 (46.4 per cent). Burnett SA3 and Bundaberg SA3 had the highest proportion of persons who stated their total personal weekly income was \$2,000 or more (2.5 per cent).

Source: ABS 2011

## Labour force Analysis

The number of unemployed persons aged 15 years and over (based on a smoothed series) in Wide Bay Statistical Area Level 4 (SA4) in December quarter 2012 was 10,981. This represented an unemployment rate of 8.0 per cent. In comparison, Queensland had a smoothed unemployment rate of 5.8 per cent.

Within the region, Burnett Statistical Area Level 3 (SA3) recorded the lowest smoothed unemployment rate (6.5 per cent) and Hervey Bay SA3 recorded the highest smoothed unemployment rate (10.0 per cent).

Source: Based on Australian Bureau of Statistics, Australian Statistical Geography Standard (ASGS), July 2011.

# Education Profile

The Wide Bay Burnett Region is well serviced with nearly 180 schools. It can also boast two University Campuses (CQU in Bundaberg and USQ in Hervey Bay), four TAFE College Campuses plus a range of private training providers across the region.

The 2011 Census indicated that:

- 40.8% of current WBB residents over 15 years did not go beyond Year 10 level at school (Queensland 29.4%)
- Wide Bay had 81,510 persons aged 15 years and over whose highest level of schooling was Year 11 or 12 (or equivalent). This corresponded with 55.3 per cent in Queensland.

As at 28 February 2013, Wide Bay had a total of 156 early childhood education and care services, compared with 2,677 in Queensland. The most common early childhood education and care services in the region were long day care services with 78 services, followed by kindergarten services with 36 services.

Within the region, Bundaberg had the largest number of early childhood education and care services 51, followed by Burnett 37.

It is imperative that a positive *Culture of Education* is established at an early age. RDA WBB will work with relevant key personnel and stakeholders to understand the challenges faced at this level of education and advocate for the relevant funding and personnel required to achieve the desired outcomes.

Across the WBB, statistics show concerning results much lower than the State and National averages in the area of educational attainment levels, completion and success rates. RDA WBB is committed to developing a 'Culture of Education' in the region and to this end will initiate a research project to investigate some of the underlying reasons for this high level of educational disengagement.

Source: ABS 2011

Figure 7 Highest Level of Schooling

Statistical Area Level 3	Did not go to school, or Year 8 or below		Year 9 or Year 10 equivalent		Year 11 or Year 12 equivalent		Total
	Number	%	Number	%	Number	%	
Bundaberg	7,186	11.0	26,417	40.3	25,756	39.3	65,566
Burnett	4,971	13.8	14,643	40.6	13,124	36.4	36,035
Gympie - Cooloola	3,623	10.4	14,280	41.0	13,702	39.3	34,832
Hervey Bay	3,759	9.1	16,457	40.0	17,242	41.9	41,116
Maryborough	3,653	11.0	14,231	43.0	11,690	35.3	33,124
Wide Bay SA4	23,193	11.0	86,031	40.8	81,510	38.7	210,673
Queensland	219,102	6.6	977,116	29.4	1,836,995	55.3	3,320,761
Wide Bay SA4 as % of Queensland	10.6	..	8.8	..	4.4	..	6.3

Figure 8 Count of Early Childhood Education and Care Services

	Family Day Care	Kindergartens	Long Day Care	School Aged Care	Limited Hours Care	Child Care & Family Support Hubs	Total Early Childhood Education & Care Services
Bundaberg	4	7	25	15	0	0	51
Burnett	3	14	16	2	2	0	37
Gympie	1	6	13	3	0	1	24
Hervey Bay	1	3	16	7	1	0	28
Maryborough	1	6	8	1	0	0	16
WBB Total	10	36	78	28	3	1	156
Queensland	100	461	1372	692	42	10	2677

# Economic and Community Impacts of a FIFO HUB

## Fly In Fly Out Economic Impact Study

In 2012, RDA WBB commissioned a consultant to determine the total direct and indirect economic benefit to the Wide Bay-Burnett economy of both the current and potential future resource sector workforce whose place of residence is within the region. The economic assessment has been based on expenditure data provided by full-member companies of the Queensland Resource Council (QRC), along with QR National, as part of a study commissioned by QRC to determine the total direct and indirect economic benefit to the State economy.

While the resources sector makes a significant contribution to the Queensland and Australian economies, information about the impacts of the sector on regional economies within Queensland – such as Wide Bay-Burnett – is limited. This report provides a detailed summary of the level of direct expenditure into the Wide Bay-Burnett economy by the resources sector – specifically, wages for direct employment of workforce – and the multiplier and consumption effects that are generated by that initial stimulus.

Expenditure data provided by QRC full-member companies indicated that the resources sector contributed an estimated \$97.8 million in direct spending to the Wide Bay-Burnett economy in 2010/11 through wages and salaries paid to approximately 846 fulltime residing employees. The total economic impacts associated with the direct employment of the resource sector in the Wide Bay-Burnett region in 2010/11 amounted to:

- ◆ \$167.6 million in output/turnover
- ◆ \$76.7 million in value added (contribution to gross regional product)
- ◆ \$36.3 million in income (wages and salaries)
- ◆ 1,015 full-time equivalent jobs

The resources sector contributed 0.6% of Gross Regional Product (\$13.1 billion) and 1.6% of total employment (120,027 persons) in the Wide Bay-Burnett region in 2010/11.

Source: *Economic Impact of Resource Sector Workers on the Wide Bay Burnett 2013*

## Fly In Fly Out Community Impact Study

According to the *Resource Sector Opportunity Study 2011* and ongoing RDA WBB work, six key regional community characteristics are identified as relevant to the FIFO/DIDO workforce hub strategy. RDA WBB developed a strategic assessment of how these community characteristics will be impacted under the population change scenarios of a FIFO Workforce. These key issues act as an analytical framework and underpin the approach to impact assessment throughout this report. They are:

- ◆ population and demographics (including geographic distribution);
- ◆ health (services and infrastructure);
- ◆ community support (programs and services);
- ◆ education/training (services and infrastructure);
- ◆ cost of living; and
- ◆ housing (type/availability/affordability).

This study is largely a desktop study designed to gather and analyse relevant information on these key issues from a range of sources such as:

- ◆ key Australian Bureau of Statistics (ABS, Australian Government) and Office of the Government Statistician (OGS, Queensland Government) demographic and economic statistics;
- ◆ Australian, state and local government agencies and service providers;
- ◆ regional community, urban and economic planning studies and strategies;
- ◆ RDA WBB regional stakeholder consultation activities;
- ◆ a case study of Geraldton, Western Australia; and
- ◆ other relevant research where appropriate.

Source: *Community Impact Study 2013*

# Regional Priorities

Regional Priorities are the key agenda items for the development of the region. The priorities outlined in this Roadmap present a strong focus on the betterment of the region and is intended to be utilised as a key reference document that encourages collaboration and informed decision-making across all levels of Government, business and community groups.

The first RDA WBB Regional Roadmap was developed in 2010 through an extensive research and consultation process with local leaders and representatives from the six local government areas which make up the region. A framework for regional development activities and initiatives was identified through five key regional priorities that underpin RDA WBB's actions and direction.

RDA WBB's Regional Priorities include:

- ◆ Strengthening our Regional Profile
- ◆ Driving Economic Prosperity and Job Creation
- ◆ Fostering Natural Resources Management and Sustainability
- ◆ Advancing Education and Training
- ◆ Supporting our Community and Social Wellbeing

These priorities form the basis for RDA WBB's current Workstreams and Activities. Also, the Regional Priorities align with local governments' priorities within the region especially in the areas of job creation, economic prosperity, community and social wellbeing as well as education and training.

## *Strengthening our Regional Profile*

There is a valuable opportunity to help Wide Bay Burnett's (WBB) profile and identity reach its full and considerable potential. This theme is prevalent in feedback received by RDA.

Some of the region's unique characteristics and accomplishments are better known than others. By shining a light on our impressive but less well known assets, we can enrich and broaden our position and reputation. Other special Wide Bay Burnett qualities enjoy a stronger identity than the region itself. How might we leverage our most iconic assets to raise the profile of the wider region?

How might we help those sharing common interests band together for a mutual goal, so they can achieve more collectively than by working alone?

A strong regional identity is also enabled by and fosters networking, connectedness and collaboration within its communities.

Enhanced regional alignment, and pride in the progress it delivers, will help strengthen confidence in Wide Bay Burnett as a place to live, work, play and invest.

## *Driving Economic Prosperity and Job Creation*

Our tourism industry is well known, but the region is also home to many diverse business resources and innovations.

Advanced engineering and technology, increasingly sophisticated agriculture, food processing and forestry capabilities, all feature prominently in our economic heritage and infrastructure.

There are many opportunities, and key to their success is a focus on encouraging investment in innovation, research and development, diversification and entrepreneurship.

These strategic priorities will help protect our community from economic cycles and help businesses deliver the competitive advantages they need to grow revenue, profitability, productivity and funds for reinvestment and expansion.

These outcomes will increase the quantity and quality of jobs on offer, exactly what is needed to offset regional unemployment issues, raise average salaries and stimulate the multiplier effect needed to fuel the region's internal economy.

## *Fostering Natural Resource Management & Sustainability*

Natural resource management and sustainability is a priority for every region in Australia, more so in Wide Bay Burnett, which is home to environmental features, habitats and ecosystems that are nationally protected and in some cases internationally recognised.

Opportunities abound, but diverse, complex and expensive challenges also exist.

The most striking characteristic of the many strategically important initiatives is the scale and nature of the stakeholders involved: local residents, businesses and community leaders; Federal, State

and Local Governments; local, national and international organisations; experts in different industries and in different environmental fields.

Securing efficient and effective dialogue, coordination and alignment between them is critical.

As a 'whole-of-Government' organisation, RDA WBB can play a key role in facilitating these interactions and coordinating programs.

## *Advancing Education & Training*

A strong education and training capability benefits society and has a profound impact on regional development at many levels.

With University campuses, TAFE campuses and school based training initiatives already in the region, growing collaboration with the commercial sector, unique fields of expertise and natural resources that lend themselves to specialist research activity and centres of excellence, the time is right to take Wide Bay Burnett's emerging educational sector to the next level.

Developing and fostering a culture of education from early childhood through to post-compulsory schooling will assist in advancing our economy to meet its potential.

Opportunities also exist to expand the scope and nature of our current facilities to attract students with a relevant research focus as well as those from other parts of Australia or overseas. This will require close collaboration between the region's educational leaders and the Institutions' governing bodies as well as administrators at State and Federal level.

## *Supporting Our Community & Wellbeing*

An inclusive and supportive community with access to a diverse array of life-enhancing facilities, activities and services has been a long held regional priority. Many residents, businesses and institutions have championed this cause and progress has been made.

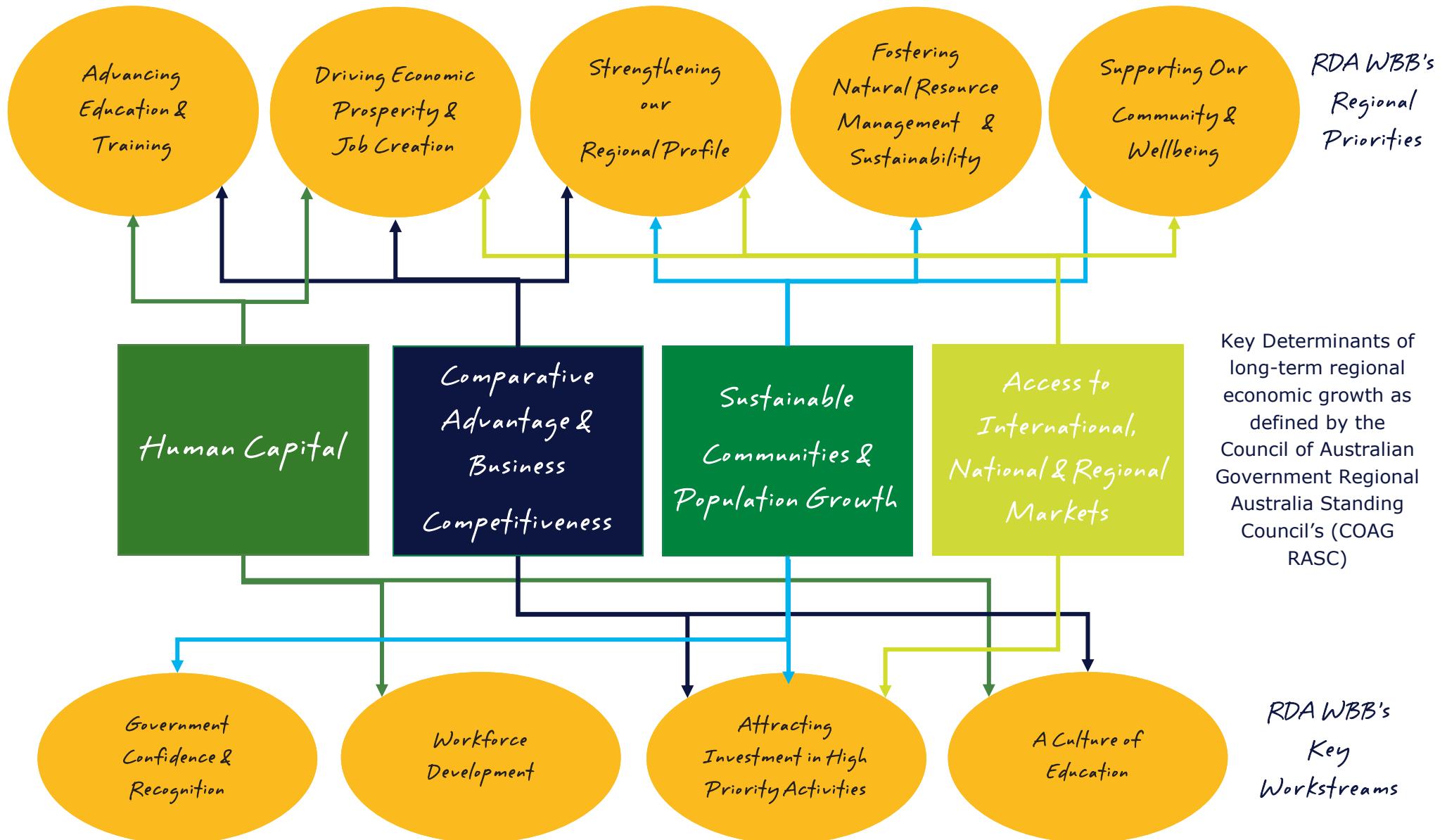
There is much to take pride in. Our residents enjoy strong cultural heritage connections and close-knit, friendly communities.

However in contrast, the region is leading the nation in terms of poor health behaviours (e.g. physical

inactivity, overweight, obesity and smoking) and high rates of chronic diseases including diabetes. RDA WBB will continue to work with key stakeholders supporting and advancing community, health and social wellbeing programs in the region to foster a healthier and well balanced population.

RDA WBB will add value by collaborating with stakeholders to help secure alignment on priorities, by championing these priorities at local, State and Federal levels and by supporting key stakeholders align and coordinate initiatives.

# Aligning the Key Determinants of long-term regional economic growth with the Regional Priorities and Workstreams of RDA WBB



Key Determinants of long-term regional economic growth as defined by the Council of Australian Government Regional Australia Standing Council's (COAG RASC)

RDA WBB's Key Workstreams

# Key Workstream Consultation and Development Process

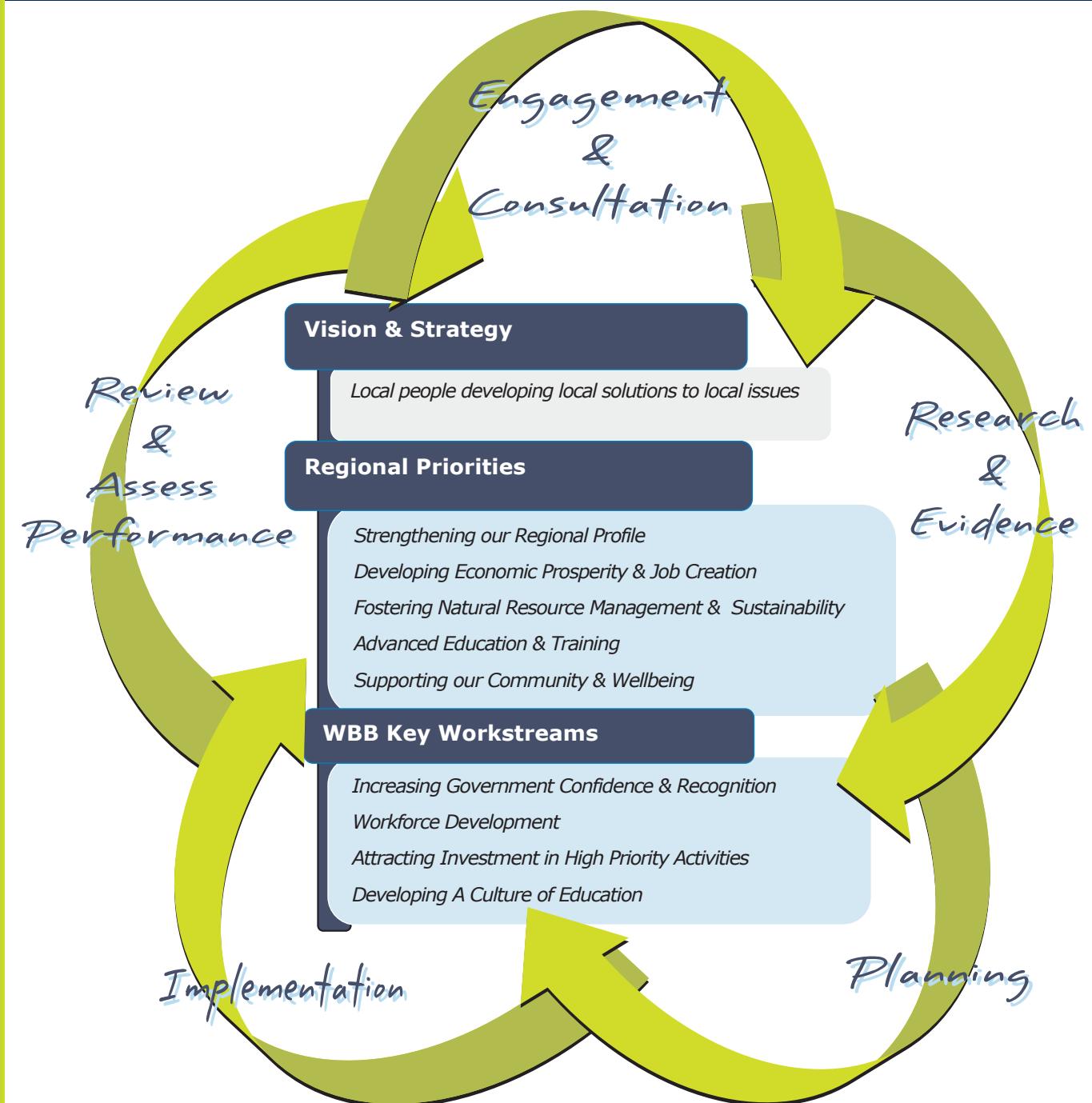
In order to progress the Regional Priorities it is important to engage with key stakeholders to identify key work areas. Key stakeholder input, information and feedback is necessary in the process of developing work streams and provides a guide for the operational activities of the organisation.

In 2012 RDA WBB conducted a series of consultations across the region gathering a regional perspective on its current work activities. The Key Workstreams were developed to align with and support the delivery of the Regional Priorities.

The Key Workstreams have been based on the two essential elements of strong and equitable community engagement as well as informed, evidence based decision making.

The current Key Workstreams are:

- ◆ Government Confidence and Recognition
- ◆ Workforce Development
- ◆ Attracting Investment in High Priority Activities
- ◆ Culture of Education



# Underpinning each Key Workstream are the following RDA WBB Activities

## A Culture of Education

- Focus on Assisting Low Socio-Economic Schools to Improve Student Outcomes
- Support the Establishment of a Regional Mentoring Program
- Promote Community Based Early Childhood and Development Activities
- Foster Partnerships with Employers and Educational Institutions

## Workforce Development

- Jobs and Skills Matching
- Leverage the Skills of our Region's Indigenous Community
- Establish Direct Flights to and from Work Sites
- Allocate Priority Resources and Funding

## Attracting Investment in High Priority Activities

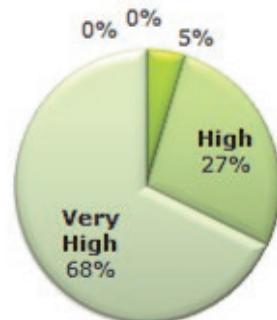
- Identify Funding Opportunities to Progress Key Activities
- Encourage Projects that leverage both Private and Public Investment
- Attract Workers and their Families to Move to the Region
- Encourage Industry Diversification and Innovation

## Government Confidence and Recognition

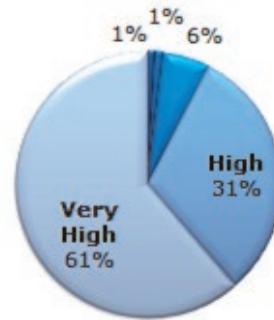
- Advocacy of Regional Issues
- Research to Support Key Activities
- Provide Input to Key Planning Documents
- Develop Key Partnerships to Support Cross-Regional Outcomes

## Ranking of Priority as defined by the Wide Bay Burnett Community

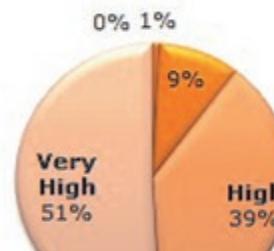
### Culture of Education



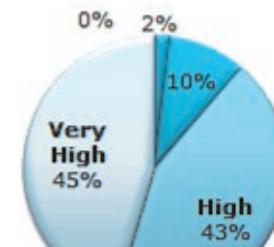
### Workforce Development



### Attracting Investment in High Priority Activities



### Government Confidence & Recognition



Very Low   Low   Neutral   High   Very High

# Government Confidence and Recognition

## **How do we increase the State and Commonwealth Governments' focus on the Wide Bay Burnett?**

State and Commonwealth Government decision makers have increased confidence and take a more vested interest in regions that are highly organised, united in their vision and well planned.

Six local government authorities, multiple business, industries and community groups plus an enormous range of regional stakeholders all work hard to achieve their goals for the region. The biggest outcomes are achieved by pulling together.

RDA WBB can help facilitate 'whole-of-government' debate and planning, identify areas of synergy or duplication, lobby and endorse strategically important priorities and help build awareness.

Armed with regional alignment on strategic priorities, RDA WBB can act as a conduit to State and Federal Governments to help;

1. clarify and communicate regional needs and priorities;
2. advise on the allocation of available Federal and State resources and budgets towards the region's most pressing priorities; and
3. raise the region's profile in key public sector departments.

These activities will build confidence in our region and assist in obtaining the State and Commonwealth Government recognition required for the Wide Bay Burnett to meet the challenges of the future.

## Action Plan

- ◆ Continue the RDA advocacy role raising the profile of regional issues identified in the Roadmap to relevant Government Authorities
- ◆ Continue to strengthen relationships with all Wide Bay Burnett Local Government Authorities, the Department of State Development, Infrastructure and Planning and the Department of Regional Australia
- ◆ Continue to develop relationships with other key State and Commonwealth Departments through Ministerial deputations presenting on critical regional issues
- ◆ Continue to strengthen engagement with the Regional Organisation of Councils to ensure a regional focus and priority alignment
- ◆ Conduct a detailed review of key regional data to support a WBB Situation Report. This data will investigate the historical cause and effect on key regional sectors and provide the detailed knowledge necessary to better inform regional planning
- ◆ Assist the development and refinement of regional projects



# Action Plan

- ◆ Investigate both public and private sector investment opportunities to further indigenous employment development across the region
- ◆ Develop formal partnerships with industry to develop the region as a dedicated source point for labour hire for the resources and construction industry
- ◆ Develop a Regional Workforce Mobility and Implementation Plan to establish a blueprint for regional workforce engagement with resources and construction industry employers
- ◆ Establish a Regional Workforce Advisory Group comprising of senior executive industry experts to assist in developing the Regional Workforce Mobility Strategy and Implementation Plan
- ◆ Promote industry lead employment opportunities through IM4FIFO.com.au portal to the WBB regional workforce and job seekers



# Workforce Development

## ***How do we secure our fair share of Resource Sector Jobs?***

Thirty thousand (30,000) new construction phase jobs are expected to be required in the Surat, Bowen and Galilee Basins and around Gladstone over the next 10 years.

*Resource sector companies will fill their employment needs! The only question is – from where?*

Currently there are approximately 10,000 unemployed adults in our region; many are already skilled or semi-skilled in fields of value to the resource sector. Others are interested to know how to get trained and certified.

Our conversations with major resource sector companies

indicate that Wide Bay Burnett, despite its proximity, has been largely overlooked as a potential "point of hire". In some ways this should come as no surprise. Two years ago "Raising Our Regions Profile" was identified by residents in RDA workshops as one of the five (5) highest priorities for the region.

We owe it to our resident workforce, particularly the unemployed and those keen to up skill and become certified, to ensure that Wide Bay Burnett secures its fair share of job opportunities and wealth creation from the resource sector expansion.

# Attracting Investment in High Priority Activities

## ***How do we attract new regional investment that supports our priority activities?***

RDA WBB is well positioned to assist in identifying relevant funding sources to support key regional activities. Round 1 of the Regional Development Australia Fund saw two successful regional projects attract \$5.33 million in investment funding.

Public and private partnerships are, and will, continue to be a mandatory part of regional investment strategies and planning. Projects that align with regional planning instruments and are underpinned by the regions key priorities will need to be considered not only on their financial viability but their profound and lasting benefit to the community.

While there are a number of key priorities, one of the obvious opportunities is Queensland's resource sector which is driving rapid growth and investment to support regional economic development.

The RDA WBB Resource Sector Opportunity Study identifies that based on current figures, the engagement in the resource of 1,000 of the regions currently unemployed plus the attraction of a target of 3,000 workers and their families would result in a direct economic stimulus of approximately \$2 Billion per annum to the region's economy.

## Action Plan

- ◆ Assist in the development of the required evidence based material to support proposals for further investment in regional infrastructure
- ◆ Facilitate the development of a Prospectus promoting the value proposition the Wide Bay Burnett offers to service the needs of the Resource Sector
- ◆ Develop an investment attraction strategy to encourage resource sector and construction industry workers to relocate to the WBB
- ◆ Conduct the necessary research to assist RDA WBB to raise the profile of critical investment required in key regional sectors e.g. Education and Health
- ◆ Encourage collaboration across organisations and regional boundaries
- ◆ Continue to develop partnerships with key regional stakeholders e.g. industry and community groups, to assist delivery on the actions identified in the Roadmap



## Action Plan

- ◆ Conduct a Desktop Study to collect and analyse statistical data relevant to early childhood education in WBB
- ◆ Report on the findings of the Desktop Study
- ◆ Facilitate a series of early childhood education sector workshops with a key focus on supporting a stronger culture of education
- ◆ Report on the outcomes from the early childhood workshops
- ◆ Identify investment opportunities to progress the relevant recommendations identified in the outcomes report
- ◆ Engage with key regional stakeholders to focus on the key requirements for indigenous students to overcoming barriers to participation



## A Culture of Education

### ***How do we foster a positive culture of education within our community?***

40.8% of Wide Bay Burnett 2011 Census respondents over 15 years of age did not go beyond Year 10 at school, and of those, approximately a third went no further than Year 8.

Our community knows that low educational attainment is associated with inter-generational poverty and poor social inclusion. Higher education attainment, conversely, leads to increased wages, higher levels of employment and labour force participation, lower unemployment and increased productivity.

Communities with a strong commitment to education enjoy higher levels of civic

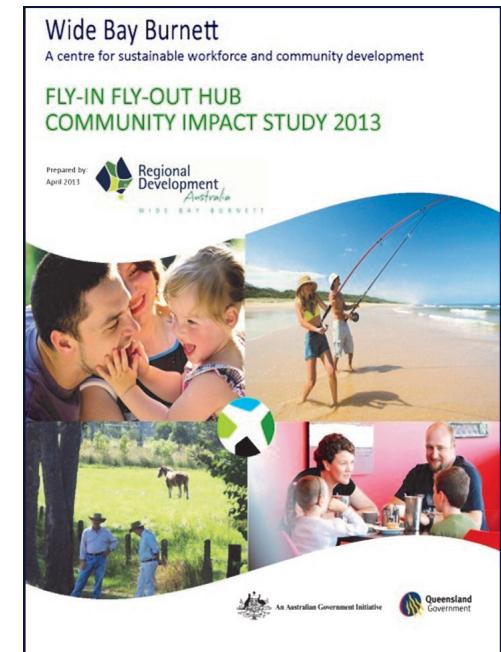
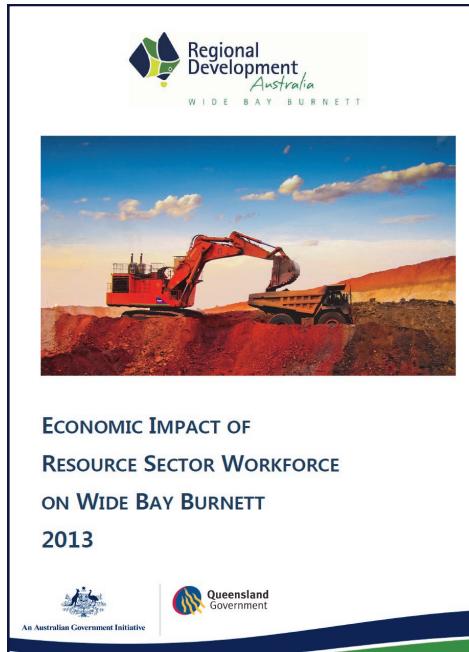
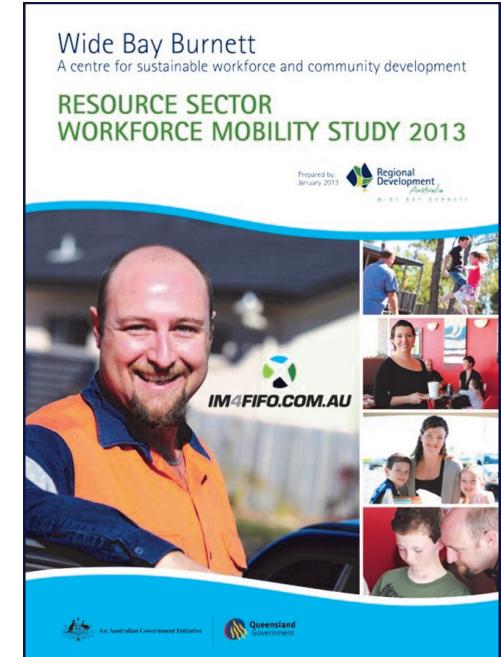
participation, greater social cohesion and lower levels of crime and less disadvantage. Education can strengthen self-esteem, optimism and commitment to personal fulfilment and help individuals to demonstrate ethical and social responsibility.

A culture of learning leads to quality education which is good for individuals, good for our community and good for our economy. It will help create more jobs and higher wages, and will create better opportunities for the region. The question is: *"What can we do to accelerate progress in this area?"*

## *Sources*

Census Data	2011
Australian Bureau of Statistics	2012
Australian Bureau of Statistics, Australian Statistical Geography Standard (ASGS),	July 2011
Wide Bay Burnett Regional Plan	2011
Resource Sector Opportunities Study	2011
Economic Impact Study Resource Sector Workforce on Wide Bay Burnett	2013
Fly-In-Fly-Out Community Impact Study	2013
Cross Regional Study	2013
Department of Communities	
Local Government Community Plans	
RDA WBB Regional Roadmap	V1.1
RDA WBB Regional Roadmap	V2.0
Key Regional Stakeholder Documents	

# Reference Material Published by RDA WBB



# Regional Roadmap



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