

Wide Bay Burnett Economic Development Strategy 2014 -2019

Developed by:



Wide Bay Burnett Regional Organisation of Councils

November 2013

CONTENTS

Contents

1. Executive Summary	3
2. Economic Overview	6
3. Economic Enablers	8
4. The Vision	15
5. Aspirations & Priorities	18
<i>Regional Collaboration & Leadership</i>	198
<i>Infrastructure Investment</i>	19
<i>Employment and Skills "People Investment"</i>	20
<i>Technology & Innovation</i>	21
<i>Strong business and industry</i>	22
6. Implementation and reporting	23
Appendix	234
<i>Major Regional Centres</i>	244

1. Executive Summary

This *Regional Economic Development Strategy 2014-2019* is the first document of its kind for the Wide Bay Burnett that strives to address the broad variety of challenges and opportunities that the region faces. A collaborative regional approach and provision of a framework to facilitate economic development has been identified as being an opportunity for the region to unlock potential resources and enabling infrastructure investment from Local, State and Federal Governments, industry and the private sector.

As the primary governance mechanism to drive economic development outcomes in the Wide Bay Burnett region, the Wide Bay Burnett Regional Organisation of Councils (WBBROC) fulfils a key leadership role to auspice economic development activities and projects. On behalf of WBBROC, the Regional Economic Development Advisory Committee (REDAC) addresses the major strategic regional economic development issues, sets in place an economic development framework for the region and is a structured entity that can deliver priority projects as identified by stakeholders. Furthermore, the structure provides opportunities to leverage those resources currently available within the region as well as seek opportunities from beyond regional boundaries.

It is now considered to be opportune timing to provide a foundational economic development strategy to guide the region in the achievement of its vision. This *Regional Economic Development Strategy 2014-2019* (REDS) supports the achievements and drive of the many organisations and agencies across the Wide Bay Burnett seeking every opportunity to improve the economy of the region.

The opportunities identified in this strategy align to a broader infrastructure, planning and economic development framework as provided by the Queensland State Government's Regional Plan September 2011. In addition, this strategy considers the Economic Development Strategies of the six regional Councils within the Wide Bay Burnett, the Regional Roadmap developed by Regional Development Australia (Wide Bay Burnett), and draws on the extensive work conducted by the WBBROC through the National Institute of Economic and Industry Research (NIEIR) demographics and economic change report 2006 and through the *Street Ryan Directions and Projects Report February 2012*. Acknowledgement and consideration is also given to the important actions and activities that other stakeholder agencies are involved in and recognition that there are many interconnecting synergies across the region.

This strategy has been developed in consultation and with guidance from stakeholder representatives. The strategy does not aim to replace nor diminish existing sub-regional strategies or economic development activities but seeks to strengthen and

complement them through the provision of a regional framework that can interchangeably guide regional economic development. Furthermore the success of the Strategy is strengthened through the participation of all regional development stakeholders and values the contribution and resources that representatives bring to the table.

It is widely documented and accepted that the Wide Bay Burnett region faces many challenges when analysing economic indicators of unemployment, participation and an ageing population. Social trends of skill and youth migration away from regional areas to larger metropolitan locations and below average household income levels prevail. Furthermore, geographic challenges of a region that has many small centres and communities can be difficult for infrastructure planning and resource allocation. Conversely, the region has many strengths and competitive advantages which help form this strategy including an underutilised labour market, growing population, lower costs of living, abundant natural resources, proximity to markets and commercial activity in South East Queensland.

Identifying such challenges, strengths and competitive advantages is essential to form a strategy for future growth. However, at a sub-region level resource availability can restrict capacity to influence the changes required to make a measurable impact on the wider economy. It is therefore central to this strategy that regional leadership and collaboration be assumed and focus turned to projects and actions for the region to address these challenges.

By working towards a united vision and with strong regional leadership this strategy defines a number of aspirations and priorities that it is considered will make a difference to achieving a positive shift from an economic development perceptive. The aspirations include, but are not limited to regional collaboration & leadership ; infrastructure investment; employment and skills "people investment"; technology & innovation; and strong business and industry.

The Strategy is designed to assist the six Councils, other levels of Government, key regional stakeholders and the business community with decision-making relating to economic development initiatives. Together we will show leadership through implementation, in partnership with all stakeholders, to deliver sustainable economic opportunities and, undoubtedly, *"the perfect place at your perfect pace"*.

Economic and Infrastructure Framework Components

Where do we want to be in the future?

Vision

A thriving regional economy that is sustainable, resilient and robust, and advances the prosperity and livability of communities within the region.

Strategic Economic Themes

- 1. Strong Regional Leadership**
- 2. Enabling Infrastructure**
- 3. Technology and Innovation**
- 4. People Investment**
- 5. Strong Business and Industry**

How are we going to get there?

Economic Development Opportunities

Priority Infrastructure Outcomes



- **Port of Bundaberg**
- **Natural Gas to Wide Bay Burnett**
- **Bruce Highway Realignment Gympie**
- **North Burnett Minerals Transport**
- **Regional Broadband Connectivity**

2. Economic Overview

The Wide Bay Burnett (WBB) region is perfectly placed to take advantage of the considerable economic development opportunities emanating from global and national markets including the increasing economic power of emerging markets. Asia's increasingly wealthy and mobile middle class is creating a wide range of trade and investment opportunities for Australia.

It is also strategically located adjacent to the state's major population centre and between South East Queensland and the industrial hub of Gladstone. The proximity to growing markets presents 'overflow' opportunities from adjoining regions and the Wide Bay Burnett region has the potential to introduce new medium scale manufacturing opportunities to support supply chains in a number of sectors.

The WBB region includes the local government areas of Bundaberg, Cherbourg, Fraser Coast, Gympie, North Burnett and South Burnett. Regional centres play an important economic development role as well as providing connectivity in terms of infrastructure and the exchange of goods and services. Major regional centres in the Wide Bay Burnett include Hervey Bay, Bundaberg, Maryborough, Gympie, Kingaroy, Gayndah, Mundubbera, Gin Gin, Monto, Tin Can Bay, and Murgon. There are also a number of smaller localities that play an important role in the economy of the Wide Bay Burnett.

The wealth of the Wide Bay Burnett region has historically been created through agriculture, timber, heavy manufacturing, mining, and fishing. This has been supplemented in more recent years by growth in horticulture, tourism, aviation, advanced manufacturing, aquaculture, food processing, marine industry, construction and service industries.

The Wide Bay Burnett accounts for approximately 10 percent of Queensland's agricultural production, with a diverse agricultural and agri-business base. Significant agricultural activities include timber production and processing (softwood and hardwood) beef, pork and poultry production and processing, sugar cane production and processing, tree crops (especially macadamias and avocados), fruit and vegetable production (especially citrus and tomatoes) and seafood production and processing. These agricultural industries will continue to be important for the Wide Bay Burnett region into the future. This agricultural base has remained steady in recent times with declines in traditional industries such as sugar and dairy being balanced against the growth in horticulture, aquaculture, pork and beef. The region is the largest producer in Queensland of plantation softwoods and a significant producer of hardwood products with national brands including Hyne, Laminex and Carter, Holt Harvey regionally based.

Manufacturing is a major employer in the region with the largest segments being machinery and equipment, metal fabrication, food manufacturing and processing, aviation and marine. The Wide Bay Burnett also provides a very wide range of natural tourism attractions with Hero Experiences including Fraser Island, Mon Repos Turtle Rookery, Hervey Bay Whale Watch, Lady Musgrave / Lady Elliott Great Barrier Reef Experiences, Cania Gorge and Bunya Mountain eco experiences. Niche strengths exist in segments such as food and wine tourism as well as drive tourism.

Mining and energy is a major emerging sector for the region with significant opportunities in coking coal; minerals including bauxite, magnetite, ilmenite, and molybdenum; and coal seam gas.

There has been a heavy reliance on the construction and retail trade industries in line with population growth, which will continue into the future to support this segment of the economy. Increases in projected population upward of 200,000 over the forward period will underpin a residential construction sector. Industrial construction will provide local firms with opportunities as key economic driver sectors develop.

Three universities; University of Southern Queensland (USQ), Central Queensland University (CQU) and the University of the Sunshine Coast (USC); have campuses in the Wide Bay Burnett offering extensive and high quality education and training services for both national and international students. Education is an important source of human capital development in the region and a large provider of jobs.

In recent years the economy has grown at a rate (1.1%) significantly slower than the Queensland average (2.3%). [{will update when Lawrence Consulting figures are available.}](#) The region attributes this slow growth rate to uncoordinated and the untimely provision of land and limited infrastructure for economic activities, limited investment in assets and an unskilled workforce.

Some of the challenges facing the region's economy include:

- an ageing population
- a shortage of skilled labour
- low levels of labour force participation
- young adults moving away from the region, and
- higher than average unemployment and long term unemployed.

The region's capacity to generate employment opportunities, upskill the population and attract and retain workers and investment will be critical into the future. To maintain and increase economic growth and development it is critical that the region:

- sets the preconditions required for future economic development and growth
- continues to diversify the region's economic base
- strengthens existing business and industry sectors through skills development, innovation and entrepreneurship
- builds on the region's competitive advantages including location and environmental assets
- increases the region's exports (especially food-related)
- develops strategies to attract and retain workers and young families to the region
- sets aside suitable and appropriately located land for industry and economic activity
- provides infrastructure and services such as networks for transport and freight, information and communication technology
- embraces nature based and sustainable tourism
- pursues opportunities for energy efficiency adaptation and other opportunities to mitigate against the impacts of climate change
- protects and maintains the region's natural assets that contribute to economic development opportunities.

3. Economic Enablers

Regional economic forecasts highlight a number of key trends and drivers, including:

- *The Wide Bay Burnett economy has experienced significant structural changes over the past decade. A levelling of demand in the tourism, construction and manufacturing sectors is being countered by increased demand for food and minerals.*
- *Over the next 20 years, the population growth of the Wide Bay Burnett is projected to be upwards of 200,000. This growth will not be consistent across the region with some areas growing faster than others. The region's resident population level is expected to approach 470 000 in 2031- making WBB the second largest region in Queensland.*
- *The Wide Bay Burnett is well positioned to take advantage of key global economic trends including growing demand for food, eco-tourism, niche manufacturing as well as minerals and gas energy.*

The following section details the key economic enablers that it is anticipated are required to achieve a fundamental shift in economic development activity across the region.

Leadership

Strong economic leadership attracts and drives regional economic development and investment. Economic leadership is required to ensure that the region is well-placed to capitalise on investment and economic development opportunities. It will provide business and industry opportunities to:

- share information and identify new and additional opportunities
- communicate effectively with multiple audiences
- attract investment internal and external to the region

A strong region-wide economic leadership group, focused on supporting economic development, will send a strong message to potential investors that the region welcomes new and expanding employment industries and will stimulate economic development. This needs to be supported by a willingness in the region to seek out investment and to encourage and support potential investors.

A particular strength that exists within the Wide Bay Burnett region is the strong regional leadership that exists within WBBROC. Since 2000 the Councils that make up WBBROC have sought to implement a regional structure to guide service delivery particularly in the areas of roads, sport and recreation and economic development. The WBBROC has accepted a leadership role on behalf of its regional community to increase economic prosperity and the benefits that flow from this by attracting people to move to the region.

This can be reinforced by the fact that in mid-2011, WBBROC committed to drive development of key regional priority projects via REDAC which is responsible for representing the regional economic development interests of WBBROC and manages implementation of five priority projects of regional significance focused on the following concepts:

- 1) 'Liveable Cities – Liveable Towns'

- 2) Digital Economy Support
- 3) Rural Innovation Centre
- 4) Experiential/Outdoor/Eco-Tourism
- 5) Economic Scenario Planning.

Not only are regional partnerships at a local government level integral to achieving positive change in economic development, the role of business and industry is paramount to ensure projects and initiatives are tangible and practical to deliver the desired change. In this regard, regional leaders – both federal/state/local government and business/industry - must support and drive the shift of this perception to provide a new foundation upon which real economic development change can occur.

Demographics - Population change

The Wide Bay Burnett region experienced relatively high growth in the early to mid 2000's which declined to more moderate levels following the 2008 global financial crisis. The outlook for continuing growth is still positive with the region's population expected to increase by up to 176 134 people by 2031 (see Table 1 below).

More than 80 per cent of the region's population is located in the major urban centres of Bundaberg, Maryborough, Hervey Bay, Gympie and Kingaroy. Rural settlements of various sizes are scattered throughout the region.

The region is projected to accommodate a slightly higher age profile than the state in the age groups 55–59 through to 85 and over, and a lower proportion of residents in the 15–19 through to 50–54 age groups, which has led to an increased demand on health and community services and resources. This presents opportunities and challenges in areas of economic development, infrastructure and service delivery, as well as the diversity and availability of a suitable range of housing.

Population change is most closely linked to growth in the construction industry as demand for housing increases and declines with changes in the population. Population growth also has a positive effect on demand for retail and human services such as health and education.

A highly skilled and educated workforce can help regions take advantage of new opportunities and overcome challenges. Regions with a highly skilled workforce are more resilient to change as skilled workers have greater capacity to adapt and move between different occupations and industries. Human capital development also improves workforce mobility, allowing individuals to move between occupations and regions to improve their own welfare.

Ultimately, the presence of a skilled workforce can make a region more attractive to investment. Businesses will seek out regions that have an adequate supply of skilled labour when making decisions about where to locate their operations. The Wide Bay Burnett region needs to focus on attracting skilled workforce to support the desired economic growth that needs to occur.

Table 1 Projected population to 2031 by low, medium and high series

Local government area	Current (2012)*	Projected population at 2031**		
		Low	Medium	High
Bundaberg	93348	128588	139350	150203

Cherbourg	1255	1513	1781	1951
Fraser Coast	99059	147619	164143	178354
Gympie	47548	61636	67373	72974
North Burnett	10339	11098	11899	12823
South Burnett	32285	37599	40592	43663
Wide Bay Burnett	283834	388053	425138	459968

* ABS 3218.0, Regional Population Growth, Australia, 2012

** Queensland Government population projections, 2011 edition (low, medium and high series), Office of Economic and Statistical Research, Queensland Treasury and Trade.

Infrastructure

The provision of infrastructure and services in a coordinated and timely manner is fundamental in securing the community's liveability and viability to support growth. Key challenges for infrastructure planning include recognising and taking full advantage of the capacity of existing infrastructure, exploring more effective and efficient ways of prioritising, co-ordinating and working in partnership to deliver infrastructure, seeking new, innovative opportunities for funding infrastructure, considering the effects of climate change, providing timely infrastructure that supports economic development and avoiding, minimising and mitigating impacts of current and potential infrastructure (including on areas of ecological significance and regional landscape values and the visual amenity of urban areas).

For the Wide Bay Burnett high growth in coastal corridors, separate from historical urban centres, combined with dispersed settlement patterns has made the timely provision of accessible, well located regional infrastructure a complex task.

The opportunities to maximise the use of existing infrastructure needs to be implemented so that a balance between providing new infrastructure or upgrading existing infrastructure achieves the most efficient approach to supporting growth. Funding needs to consider whole of life costs of infrastructure to ensure benefit to current and future users. Innovative partnerships to facilitate effective joint funding options and the need to attract new investment in infrastructure to the region are required.

Agriculture

Agriculture has been a mainstay of the Wide Bay Burnett regional economy since the time of first settlement in the late 1880s. Agricultural production and processing continues to play an important role in the regional economy.

The region is a major "food bowl" of the state with a variety of livestock, sugar, fruit, nuts, vegetables, timber, seafood and specialty products grown and processed.

This supply of a diverse range of agricultural production is but one of the competitive advantages the region has for agricultural value adding businesses. Others include relatively low cost labour, availability of industrial land, water, and some existing critical infrastructure.

Underpinning this production is a relatively large area good quality agricultural land, irrigation water supplies and a climate that can grow a diverse array of products.

As a historically agricultural area, the region has an established supply chain which includes significant infrastructure including water, sugar mills and meat processing works. Recently, macadamia and high pressure processing plants and other specialist equipment have been added.

Processing of horticultural production attempts to value add and extend the range of products not destined for the fresh market. Produce that falls out of the higher value fresh market specifications but are still food grade are available for processing. In many cases fresh production underpins the potential for food processing in the region and hence its importance to the supply chain.

The worldwide demand for food is expected to increase by 70% over the next 40 years. This is due to both population growth as well as economic development driving changes in consumption and diet composition (eg more protein, sugar and carbohydrates).

The region to take advantage of the world demand requires an adoption of practices to increase productivity from the land currently under cultivation; maximise the land use for production of high demand, competitive and high value produce; use best practice for packaging and freight; and ultimately increase significantly the regions exports.

Resources and Mining

The minerals sector provides significant opportunities for economic develop in the Wide Bay Burnett.

Most of the Wide Bay Burnett is currently subject to mining exploration activities and an increasing number of mining development projects. The most significant of these is the exploration and production of mineral deposits followed by coal with limited interest in petroleum reserves. In the North Burnett Region alone mineral development capacity is estimated in excess of 15 Million tonnes per annum. If even a portion of the identified projects were to move into production, it is estimated the development could add 3000 direct jobs, 2000 indirect jobs and potentially 20 million tonnes of coal through Gladstone Port and 20 million tonnes of minerals through the Port of Bundaberg annually.

The level of activity across the region highlights the very significant potential for firms throughout the region to become engaged in the supporting supply chains to mining activities.

Given the importance of the agricultural industry for the region, it is critical to also consider the implications of the expanding mineral, petroleum or extractive resource industry development on areas of good quality agricultural land.

Resource and mining projects are also affected by many external factors including the Australian dollar and commodity process and demand.

Key to the development of the regions minerals industry is the development of transport linkages to ports of export. The development of the Port of Bundaberg is a complimentary opportunity capable of handling the regions mineral exports.

Tourism

Tourism is a significant driver for growth throughout the region, with extensive flow-on effects for local economies. Opportunities exist to widen and deepen the tourist sector to promote traditional tourism, sport tourism, agri-tourism, enhanced lifestyle including cultural history, organic farming, recreational fishing, beach and hinterland retreats, and ecotourism activities (such as diving, cruises, whale watching, beach-combing, wilderness camping, and flora and fauna exploration at coastal and rainforest locations).

The Wide Bay Burnett has just over 7% of Queensland's accommodation, food service, arts and recreation businesses, employing just over 7 000 people.

The region is world famous for whale and turtle watching, access to the Great Barrier Reef and Great Sandy National Park, and as a family holiday destination. It is also the mainland access point to World Heritage listed Fraser Island, and supports a variety of domestic and internationally renowned tourism industries, including wine and culinary tourism, ecotourism, sport and recreation tourism, and agri-tourism. These growing markets will be a key driver of the future growth of the region.

Direct flights from and to Brisbane and Sydney, with convenient transfers to Melbourne, provide major growth opportunities for the Wide Bay Burnett tourism industry. The region offers a wide choice of accommodation options, from conventional hotels and apartments in the main centres, to small-scale nature-based tourism ventures focused on the natural environment.

The future expansion of tourism opportunities recognises the requirement of low impact, nature-based tourism attractions to be located within, or in close proximity to, areas of high ecological significance. Where appropriate, this will allow for investment in nature-based tourism opportunities that would provide commercially viable return on investment and an economic contribution to Queensland's protected areas such as Fraser Island. These facilities play an important role in increasing visitor awareness about the values that make this a region of outstanding ecological significance and improving the overall visitor experience.

There are also opportunities to tap into the growing Asia-Pacific market, particularly attracting visitors from India and China.

Construction

The building and construction industry is highly cyclical across the Wide Bay Burnett. The predicted steady population increase in the Wide Bay Burnett of approximately 130 000 by 2031 (1.8% annual average) will feed into the main centres of Hervey Bay, Maryborough, Bundaberg and Gympie. In other regional centres, the level of construction will be led more by general economic indicators.

In a 2011 QMBA survey, respondents reported that housing affordability was a key constraint impacting demand for new homes. As the region is a low cost housing area with good levels of labour and land availability, the region could be well positioned to

experience an early upturn. Higher future projected population growth in certain regions will drive residential demand. The local industry also regards the region as having ample land available to develop its future requirements.

Subsequent to the Global Financial Crisis and recent series of natural disasters, home building in the region has experienced a period of decline. Underlying this is a component of pent up demand on the back of the continuing steady population growth.

The recent Regional Building 2013-2015 report released from economic forecaster BIS Shrapnel confirms Wide Bay Burnett as one of the areas set for building industry growth on the back of this local population growth.

BIS Shrapnel highlighted the Wide Bay region as a key lifestyle destination, with tourism a key to the local economy. The report projected strong economic activity to drive a pickup in home construction (forecast to be up 16% as reflected in the table).

The projected growth in population for the Wide Bay Burnett will present domestic as well as infrastructure opportunities. The Construction sector should position itself to maximise opportunities in providing for regional infrastructure projects, either private or public sector, through the development of relevant procurement skills and procedures.

Manufacturing

The Wide Bay Burnett Region is traditionally an agricultural and manufacturing hub with manufacturing today accounting for 8.9% of the employment (OESR, Dec 2012) and an industry specialisation ratio of 1.05 (OESR, Dec 2012). These numbers highlight the strength and speciality of manufacturing in the region and the regions ability to capitalise on opportunities.

Specialities in manufacturing are localised within the region, increasing opportunities for regional joint ventures and networks. Traditionally, Bundaberg had an international reputation for building agricultural equipment (mainly centred around the sugar industry) for both domestic and export consumption. Maryborough maintains an iconic rail rolling stock manufacturing whilst Gympie has a number of innovative engineering firms and companies. The North and South Burnett have built up skills in supplying to their local agricultural sector with Tarong Power station also contributing to a large proportion of engineering and manufacturing capability across the South Burnett.

Aviation and Avionics is a specific area of capability that has been established over the last 20 years with Seabird Aviation manufacturing surveillance aircraft in Hervey Bay, and Jabiru manufacturing light aircraft, Camit Engineering manufacturing aircraft engines for Jabiru, and Microair Avionics designing and manufacturing specialised electronics - all based in Bundaberg. Supporting these companies are local engineering and other companies along the supply chain supplying a wide variety of inputs to the finished product.

It is anticipated that the region will benefit from the expansion of mining in the Surat Basin and the Wide Bay Burnett itself, with knock on effects into manufacturing and services.

Innovation has long been the culture adopted within the firms and with extensive corporate networks nationally and internationally which positions the region in an ideal position to capitalise on national and international growth. This increases the regional resilience to localised shocks. Specific opportunities for growth in metal products and associated equipment manufacturing include (but are not limited to):

- Specialised haulage equipment
- Structural metal products
- Pipe manufacturing
- Pre-fabricated modules
- Equipment maintenance
- Specialised equipment manufacture, design and engineering services.

The southern parts of the region are also well placed to attract hard to locate industry no longer desirable or where sites are not available within South East Queensland.

For the region to compete on a national or international stage manufacturers must adopt international best practice to reduce wastage and increase productivity and cluster to maximise utilisation of equipment and share knowledge.

4. The Vision

The success of the region's economy will be supported by strengthening its competitive advantage, harnessing its natural resources and assets, and developing sustainable and diverse business, industry and tourism sectors. If this is achieved the following vision becomes reality...

A thriving regional economy that is sustainable, resilient and robust, and advances the prosperity and liveability of communities within the region.

Economic development and population growth will support the development of higher order services and diverse employment opportunities within regional centres such as Bundaberg, Hervey Bay, Maryborough and Gympie, Kingaroy, contributing to lifestyle factors that help attract and retain skilled workers within the region. Establishing appropriate planning strategies would further stimulate investment and growth, and enhance liveability within communities.

With substantial natural economic resources strategically located between South East Queensland and the industrial hub of Gladstone, and rapidly developing resource regions such as the Surat Basin, the region is placed to expand its economic growth potential.

Proximity to growing markets surrounding the region also presents possible 'overflow' opportunities from adjoining regions. The region has the strong potential to introduce new manufacturing prospects to support supply chains across southern Queensland.

Economic development in the region will be supported where expansion enables sustainable investment and growth opportunities.

To consider a time horizon for the achievement of specific project outcomes may be beyond the scope of this strategy. However, a distinction could be made between the aspirations on page 17 which link to broader long term objectives and the associated short and medium term projects that require implementation to achieve the desired vision.

Tangible goals from 2014 to 2019 provide a solid foundation upon which the vision can be secured for the Wide Bay Burnett region.

Note – the goals for 2019 will be determined once regional profile indicators are received from Lawrence Consulting

Goals for the Regional Economy	
2014	2019
Population Growth: Population Growth 2012/2013 – X%	
Economic Growth: Gross Regional Product 2012/2013: \$Xb	
Employment: Employment Growth June Qtr 2013: X%	
Employment: Unemployment rate June Qtr 2013: X%	

Employment:

Employment Participation Rate June Qtr 2013:
58.5%

Personal Income:

Average Wage Income 2012/2013: \$X

Exports:

Value of Goods Exported out of Wide Bay
Burnett Region: \$X

Construction Activity:

Annual Growth of Dwelling Approvals June Qtr
2013: X%
Annual Growth of Non-Residential Dwelling
Approvals June Qtr 2013: X%

DRAFT

WIDE BAY BURNETT 2019



ASPIRATIONS

Regional Leadership & Collaboration	Employment & Skills – People Investment	Infrastructure Investment	Technology & Innovation	Strong Business & Industry
-------------------------------------	--	---------------------------	-------------------------	----------------------------

PRIORITIES

Regional Leadership & Collaboration	Employment & Skills – People Investment	Infrastructure Investment	Technology & Innovation	Strong Business & Industry
<ul style="list-style-type: none">• Identify opportunities for regional collaboration• Regional E.D. Forum 2013• Coordination of Regional funding• Regional policy advocacy• Lead regional investment• Lead regional promotion	<ul style="list-style-type: none">• Promote the region as a lifestyle choice• Identify skills gaps & demand• Attract a skilled workforce• Skills providers matching demand	<ul style="list-style-type: none">• Regional digital connectivity• Develop Port of Bundaberg• Freight transport linkages• Regional infrastructure through private investment	<ul style="list-style-type: none">• Improve the digital capability of small to medium enterprises• Build on the core of world leading rural technology• WBB - A fully "Connected Region"• Black spot eradication	<ul style="list-style-type: none">• Best Practice Management• Increase productivity• Diversification e.g. Health and Education• Business resilience• Increase exports• Priority land utilisation

5. Aspirations & Priorities

Regional Leadership and Collaboration

Strong economic leadership attracts and drives regional economic development and investment. Economic leadership is required to ensure that the region is well-placed to capitalise on investment and economic development opportunities. Improving regional co-ordination, integrating and aligning resources and recognising and continuing to explore and capitalise on the ongoing benefits of co-operative regional relationships are part of regional leadership. Good leadership will foster sharing economic intelligence, build strong networks and relationships and elevate regionally significant and common opportunities and issues.

Given community expectation means that all stakeholders must do more with less resources, it is crucial that the Wide Bay Burnett governance and leadership is proactive in managing our region's future and work together with other levels of government, business/industry in partnership when managing issues that cross boundaries of responsibility. To achieve this via this strategy the following key priorities will be the focus to ensure all stakeholders achieve most effective use of limited resources.

Priorities for 2014-2019

- Review Economic Development Priorities by Councils and other key stakeholders to enable the region to capitalise on synergies and co-operative opportunities
- Deliver and annual Regional Economic Development Leadership Forum to build local capacity and maintain the future focus by continuing to explore the benefits inherent in the key regional alignments.
- Develop innovative partnerships to facilitate effective joint funding options and the need to attract new investment in infrastructure to the region are required.
- Co-ordination of Regional funding submissions to maximise the take up for the Region through utilisation of the inherent strengths of individual sub regions and competitive innovative projects that embrace strategic regional needs.
- Provision of Advocacy for Regional policy positions. Empower key representative bodies such as the Regional Organisation of Councils (ROC) to be able to represent a unified regional response to State and Federal Government on key issues.
- Leadership for Regional Marketing and Promotion. Take a lead role in initiatives which gain increased impetus and traction with a unified regional focus. This includes areas such as Investment attraction around regional infrastructure and increasing the skills migration to support regional industry growth.
- Development of a Regional Investment Attraction Strategy which provides the strategic framework to guide investment attraction activities across the region
- Provision of a Single point of access for investment enquiry to best articulate regional opportunities and implement an effective governance platform.

Infrastructure Investment

The delivery of infrastructure and services in a coordinated and timely manner is fundamental in securing the community's liveability and viability to support future growth. It contributes significantly to strong economic gain and employment opportunities for the region, and allows communities to fully maximise existing infrastructure before needing to invest often limited funds in augmenting or building new networks. Funding for new infrastructure needs to be timely to meet growth demand, while simultaneously considering whole-of-life costs of infrastructure to ensure benefit to current and future users. Innovative partnerships to facilitate effective joint funding options may be required. Appropriate planning will ensure the identification and coordination of infrastructure is efficient and timely to support predicted population and targeted economic growth. This will also identify key catalytic infrastructure that will accelerate the overall prosperity of the region.

With a focus on efficiency at all levels of government it is critical that infrastructure projects are aligned to deliver best value amongst competing priorities. Delivering on the State and Federal Government commitments in relation to the Bruce Highway this will enable more connected transport freight networks across the region and enabled economic opportunities.

Priorities for 2014-2019

- Regional Investment Opportunities. Clearly articulate to Government and the commercial investment market regionally significant and catalytic opportunities that have clear community and industry alignment and support.
- Port of Bundaberg Freight Demand and Transport. Identify, quantify, and timeline potential inbound and export freight demand through the Port of Bundaberg to determine the potential for expansion and development of port facilities including road and rail links.
- Assess transport linkages from mineral deposits across the region and ports of export.
- Regional advocacy to support an increase supply chain capacity and efficiency of the regions transport network through effective integration of freight strategies with transport and, land use planning.
- Regional Connectivity- High Speed Broadband. Continue regional initiatives to address inequities and "black spots" in the existing service network as well as target advances to support industry expansion, and increase community cohesion to respond to future

Employment and Skills “People Investment”

A key issue for industry is developing the skills base and critical mass required to meet the increased demand for appropriately skilled workers. In many industries, there is currently a shortage of skilled and experienced workers. Matching skills training with employment opportunities and encouraging business and individuals to continually invest in skills are crucial. To this end, it is essential to engage and focus the Training Capacity and Employment Services capacity of the region to meet the current and future skill needs.

Increasingly workers are highlighting lifestyle as a key determinant of migration. The region is more likely to attract skilled workers, self employed and new businesses by highlighting the lifestyle attributes of the region to those considering a move – “*the perfect place at you perfect pace*”.

Priorities for 2014-2019

- Implementation of initiatives to deliver on an Attraction & Retention Strategy for the region, including marketing of the “*The Perfect Place At Your Perfect Pace*” unique and distinctive regional identity and brand which will stimulate targeted skilled migration for investment, employment and lifestyle.
- Implementation of initiatives that stimulate skills development and expertise from an agribusiness innovation perspective. This will foster increased R&D, collaboration between the regions existing world class rural technology businesses, and engender new product innovation and commercialisation,
- Deliver regional forums and information sessions to build the capacity of regional economic development practitioners to deliver agile, innovative and collaborative strategies and solutions for the Wide Bay Burnett.
- Advocate for Improved Employment Opportunities. Leverage with Government the labour market disadvantage experienced by the Wide Bay Burnett to increase targeted funding and support services to improve the skill base of the region.
- Analyse the regional workforce, identify gaps and provide workforce planning to meet demand. Work in conjunction with regional Education and Employment Service providers to increase responsiveness and cohesion in meeting the current and future workforce skill requirements of the Wide Bay Burnett.
- Deliver Entrepreneurship and business support programs. Support capacity building through specific targeted industry projects to compliment the suite of business support programs delivered by State and Federal agencies.
- Leverage opportunities to attract international students. This will provide increased commercial and expansion opportunities for the regions vocational and higher education sectors as well as stimulate ongoing business and cultural linkages to international markets and potential investment streams.
- The Wide Bay Burnett region should focus on attracting a skilled workforce to support the desired economic growth that needs to occur.

Technology & Innovation

The provision of reliable mobile, internet and digital communications varies greatly across the region. The region's telecommunications are an essential part of the lives of the economic community. Isolation and other elements of locational and social disadvantage are reduced through access to reliable communications.

Technology and innovation is key to enhancing the economic growth of the region and to enable the region to stay on pace with emerging technologies and participate effectively in the increasing global economy linked through online connectivity.

There is a demographic emerging across the globe of self employed or roaming workers who can work wherever there is a high speed internet connection and reliable telecommunication coverage. A "Connected Region" with an enviable lifestyle are key ingredients to deliver migration and new business generation.

Priorities for 2014-2019

- Delivery of initiatives including workshops and a range of education activities that improve the capability of small to medium enterprises to compete and thrive in the rapidly evolving digital economy.
- Delivery of programs that capitalise and build on the core of world leading rural technology businesses in the region.
- Promotion of the Wide Bay Burnett as a "Connected Region" for Investment Attraction.
- Identification of and subsequent advocacy regarding identified priority black spots across the region through regional representation to the major telecommunication carriers and the Commonwealth Government (Mobile Black Spot Program).

Strong business and industry

A region's economic viability is a key element in ensuring its sustainability and growth. The principal drivers for attaining sustainable economic development include leadership, population growth, business and industry opportunities, a skilled workforce, enabling infrastructure provision and good environmental management.

The Wide Bay Burnett region accounts for approximately 10 per cent of Queensland's agricultural production, with a diverse agricultural and agribusiness base. Significant agricultural activities include timber production and processing (softwood and hardwood), beef, pork and poultry production and processing, sugarcane production and processing, tree crops (in particular macadamias and avocados), fruit and vegetable production (especially citrus and tomatoes), and seafood production and processing. These agricultural industries will continue to be important for the region into the future. This agricultural base has remained steady in recent times, with declines in traditional industries such as sugar and dairy being balanced against the growth in horticulture, aquaculture, pork and beef. In more recent years, growth in mining, advanced manufacturing, food processing, marine industry, construction and service industries have further expanded the economy.

Economic development in the region will be supported where expansion enables sustainable investment and growth opportunities through:

Priorities for 2014-2019

- Facilitation of programs that support the sectors such as manufacturing to stimulate increased efficiencies and reduced operational costs through shared knowledge and supported best practice adoption.
- Development of Supply Chains, Clusters and Networks. Nurture Industry and Government initiatives to work more effectively together and develop effective co-operative relationships which increase business opportunities and efficiency.
- Diversification of Gross Regional Product (GRP) inputs through Industry Attraction in sectors such as Health and Education.
- Capitalise on the strong existing Secondary, Vocational, and Tertiary Educational sector capability of the region to target key segments of the international student market.
- The regions disproportionate aging population dynamic provides emerging opportunity for attraction of specialist gerontology related health and education services.
- Maximise tourism opportunities through development of low impact, nature-based tourism attractions located within, or in close proximity to, areas of high ecological significance.
- Build up business and industry resilience. Continue active support for initiatives that further insulate the Wide Burnett Region from the adverse impact of natural disasters and market related events.
- Increasing Regional Exports. Primary focus on improving capacity, cohesion, and cost effectiveness of the supporting transport and related infrastructure including expansion of the Port of Bundaberg.
- Adoption of practices to increase productivity from the land currently under cultivation; maximise the land use for production of high demand, competitive and high value produce; and use best practice for packaging and freight.

6. Implementation and reporting

The *Wide Bay Burnett Regional Economic Development Strategy 2014-2019* is a series of integrated projects and programs and describes at a regional level how they will respond to the particular character, aspirations and environments of the region.

Separate delivery mechanisms are used to advance and refine the strategic intentions of the Regional Economic Development Strategy, including relevant state planning instruments and local government planning schemes.

As detailed, the Regional Economic Development Strategy provides the strategic framework for managing growth, change, land use and development in the region to 2019.

The aspirations and associated priorities included in the strategy have been selected as it is considered they will enable the vision to be achieved providing resources across the region are targeted in this regard.

Progress towards achieving the aspirations will be measured on an annual basis during the proposed Regional Economic Development Leadership Forum. In particular, however, an associated Implementation Action Plan which will be developed by WBBROC with key stakeholder engagement and support three months after the Strategy is endorsed.

As with all strategic planning documents, if there is no effective method to carry out the strategic plan, the strategic plan is likely to collect dust and can lead to planning backlash, the feeling that planning is a waste of time. At a time where the scarcity of resources is always a key limiting factor, good planning is essential, hence the leadership role WBBROC is accepting in developing the *Regional economic Development Strategy 2014-2019* on behalf of the region.

However, as with any Strategic Plan or Implementation Action Plan successful achievement of the aspirations and priorities will not be achieved unless there is a strong partnership with key business leaders, organisations and the general community across the Wide Bay Burnett region.

Appendix

Major Regional Centres

Bundaberg Regional Council

The Bundaberg Regional Council is located at the southern end of the Great Barrier Reef. The region's economy centres on agriculture and horticulture and food-related manufacturing with tourism and other service-based industries growing in importance. Bundaberg is the only place in Australia where the entire range of sugar production activities occurs – cane growing, milling, refining, research and distilling (rum) packing and distribution. It is the original home of the iconic Bundaberg Rum brand. The Wide Bay Burnett Region accounts for approx 25% of the sugar cane grown in Queensland.

Small crop production is expanding in Bundaberg region with its value now exceeding the value of the sugar crop. Capability exists in the region in transport equipment manufacturing and general engineering including mining services. Plastic products manufacture and fabrication is also well represented.

The Bundaberg Regional Council has developed a Regional Aviation and Aerospace Precinct master plan which aims to develop the Bundaberg region's aviation and aerospace industry by building a critical mass of local capacity to ensure sustained growth and export opportunity. Council has also upgraded the Airport Terminal and lengthened the runway to accommodate larger jets to accommodate an increase in regular passenger transport (RPT) services. High schools in the Region offer curricula in digital manufacturing and in aviation studies. Central Queensland University has established a Bachelor of Aviation Technology course which is the only one of its kind available in Queensland.

The Port of Bundaberg has approximately 60 hectares available for development of a Marine Industry precinct and a further 90 hectares of Industry Zoned land for further development. The Port also hosts well established marine related industries. The Port has significant infrastructure, 2 trading wharves, a bulk sugar terminal, fuel storage, a concrete batching plant and a marina which can accommodate approximately 100 vessels. A Super Yacht Strategy has been completed to attract more Super Yachts (>23 metres) to the Port. The Bundaberg Port is underutilized operating at only about 20 % of full capacity, but has silting issues which may inhibit the ability to support in-port shipping growth.

Cherbourg Shire Council

Located approximately 300km North West of Brisbane, Cherbourg covers 3,130 hectares DOGIT (Deed of Grant in Trust) land, has a population of over 2000 people and is located within the Wakka Wakka and Gubbi Gubbi Aboriginal tribal boundaries. People from many Aboriginal tribes were brought into the settlement providing the early formation of today's Cherbourg.

Cherbourg Council is endeavouring to provide not only the traditional council services to its residents but is also actively involved in working with the Government and other businesses to provide local employment solutions as a large proportion of the residents are on welfare. The Council aspires to continue with the development of a small retail precinct

There is a TAFE in Cherbourg which works closely with Cherbourg Council in skilling people from the community for the workplace. There is also a junior school, sports centre, aged care centre, day care centre, a hospital and medical centre in the town.

Fraser Coast Regional Council

The Fraser Coast is known as the gateway the World Heritage listed Fraser Island with Hervey Bay positioned as “World Capital” of humpback whale watching. Maryborough is well known for its history and heritage and is historically an engineering and manufacturing centre (railway rolling stock have been produced in Maryborough since the early 1900s).

The Fraser Coast region is predominately reliant on the health care, manufacturing, construction, education (University of Southern Qld campus in Hervey Bay) and the retail sector. Maryborough, in particular, is heavily reliant on the manufacturing sector through transport equipment manufacture and timber. Tourism is a major economic driver for Hervey Bay. Agriculture and forestry remains important to the region; however the contribution from sugar cane is declining. Forestry continues to play a key role in the region with significant softwood and hardwood forest estates. The Fraser Coast Regional Council has released an aviation strategy that aspires to making the region a centre for manufacturing, international flight training, aviation tourism and Fly in Fly Out activities.

The Fraser Coast Region area is projected to have the largest population increase in Wide Bay Burnett with an estimated 2.3 percent annual growth compared with 1.8 percent for Queensland, based on 2009-10 figures.

Gympie Regional Council

The Gympie Regional Council Area has a population of approx 46,668 and includes the towns of Gympie, Rainbow Beach, Tin Can Bay, Goomeri, Kilkivan and the Mary Valley.

The two largest industry sectors in the region are manufacturing and primary production. Significantly the timber industry contributes 57.2 per cent of Queensland’s pulpwood and 27.2 per cent of the state’s hardwood supplies (2007-8 In 2011, retail trade was the largest employer in the region (12 per cent), followed by manufacturing (11.5 per cent), agriculture, forestry and fishing (8.8 per cent) health and community services (11.1 percent), education (7.8 per cent) and construction (9.1 per cent).

Gympie is noted as a region with a number of larger multinational and national companies such as Laminex, Nestle, Hyne Timber, Carter Holt Harvey, Smith and Sons Engineering and Nolan Meats. The average annual population growth rate between 2003 and 2008 in the Gympie Regional Council area was 2.8 per cent. The Gympie Regional Council is also the least urbanised of the Wide Bay Burnett Regional Councils; with only 32 per cent of the population living in the main towns At Sept 2012 unemployment was 6.5 per cent, which is higher than Queensland rates.

North Burnett Regional Council

The North Burnett Region lies to the west of Bundaberg Region and covers the towns of Monto, Eidsvold, Mundubbera, Gayndah, Mt Perry, and Biggenden and has an economy which is traditionally heavily dependent on agriculture.

The towns of Mundubbera and Gayndah are major growers of mandarins, oranges and lemons. The Region also hosts beef cattle, dairy, pork, fodder crops and small crops, timber production (diminishing), and a small manufacturing sector. Agriculture is the largest employer in the region (31.7 per cent) followed by health and community services (9.0 per cent), retail trade (8.5 per cent), education (7.1 per cent).

There is also an emerging minerals sector with potential for bauxite, Ilmenite, magnetite, coal and copper. There is an established gold mine at Mt Perry employing 40 staff, Ilmenite production in Monto and a small quarrying operation (siltstone) west of Eidsvold.

South Burnett Regional Council

Kingaroy is the regional centre of the South Burnett with services including an airport, manufacturing capabilities and Government services. Other key towns are Murgon, Nanango and Wondai.

The region boasts a number of award-winning tourism facilities and is one of Queensland's largest wine regions. The economic base of the region is mainly in the established area of primary production and timber production. Kingaroy is famous for its peanuts and also produces about 75% of Australia's navy beans. The Region also grows large quantities of fodder and cereal crops.

Engineering, tourism, and food processing and manufacturing are also major contributors to the regional economy. The building and construction industry has grown steadily over the last few years supporting the growth of the region, particularly in Kingaroy.

Tarong Energy is a major contributor to the region's economy through its power generation plant and Edi Downer's coal mine. Aviation has the potential to grow and council is currently undertaking a marketing campaign to attract aviation companies to Kingaroy Airport, in particular as a training and manufacturing base.

Appendix 2 – Regional Statistics

NB: THIS SECTION TO BE UPDATED PRIOR TO PUBLIC RELEASE – NOT UPDATED @ MARCH 2013 DUE TO CHANGING STATISTICS RELEASES FROM ABS

Population Growth

Table 4 Components of population change by local government area, WBB Region, 30 June 2010

Local government area	Natural increase (b) — number —	Assumed migration (c)	netEstimated population	residentAnnual change
Bundaberg (R)	471	1,153	96,755	1,624
Cherbourg (S)	45	-2	1,258	43
Fraser Coast (R)	364	2,013	101,890	2,377
Gympie (R)	264	696	49,241	960
North Burnett (R)	19	-22	10,784	-3
South Burnett (R)	218	265	32,978	483
WBB Region	1,381	4,103	292,906	5,484
Queensland	39,804	40,862	4,505,433	80,666
WBB Region as % of Queensland	3.5	10.0	6.5	6.8

Future resident population growth projections

As at 30 June 2031, the population for WBB Region is projected to be 425,138 persons. The population for the region is projected to increase by an average annual growth rate of 1.8 per cent over the 20-year period between 2011 and 2031. In comparison, the population for Queensland is projected to increase by an average annual growth rate of 1.8 per cent over the same period.

Within the region, the largest increase in population is projected to be the Fraser Coast Regional Local Government Area (LGA), up by 59,288 persons over the 20-year period between 2011 and 2031. The LGA with fastest-growing population between 2011 and 2031 is projected to be Fraser Coast Regional LGA, with an average annual growth rate of 2.3 per cent.

Table 5 Projected population (a) by local government area, WBB Region, 2011 to 2031

Local government area	Projected population as at 30 June					Ave annual growth rate 2011 to 2031 %
	2011 — number —	2016	2021	2026	2031	
Bundaberg (R)	98,533	107,816	117,585	128,057	139,350	1.7
Cherbourg (S)	1,263	1,338	1,451	1,602	1,781	1.7
Fraser Coast (R)	104,855	115,991	130,005	146,304	164,143	2.3
Gympie (R)	49,287	53,217	57,669	62,443	67,373	1.6
North Burnett (R)	10,804	11,066	11,342	11,621	11,899	0.5
South Burnett (R)	33,138	34,940	36,765	38,673	40,592	1.0
WBB Region	297,880	324,368	354,817	388,700	425,138	1.8
Queensland	4,611,491	5,092,858	5,588,617	6,090,548	6,592,857	1.8

WBB Region as % of Queensland 6.5 6.4 6.3 6.4 6.4 ..

Unemployment and labour force by local government area, September quarter 2012

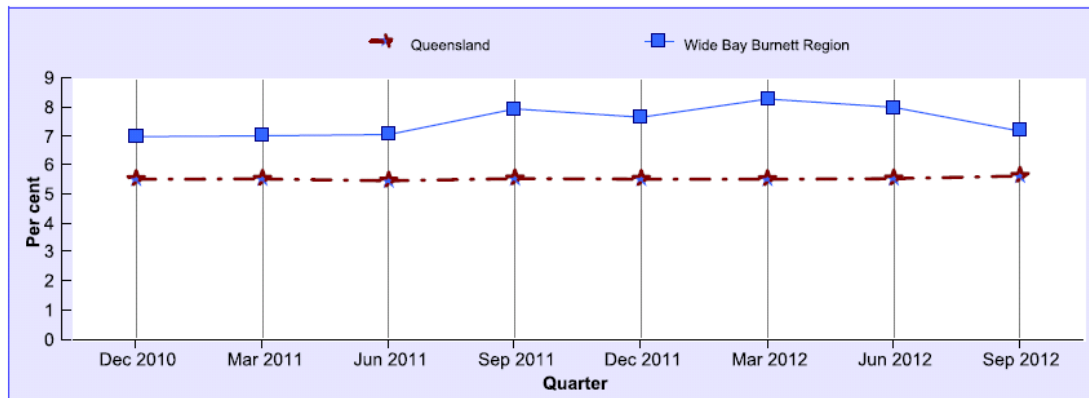
Local government area	Unemployed — number —	Labour force	Unemployment rate %
Bundaberg (R)	3,464	45,897	7.5
Cherbourg (S)	46	393	11.7
Fraser Coast (R)	3,555	43,646	8.1
Gympie (R)	1,536	23,594	6.5
North Burnett (R)	236	6,630	3.6
South Burnett (R)	959	16,210	5.9
Wide Bay Burnett Region	9,796	136,370	7.2
Queensland	139,800	2,480,000	5.6
Wide Bay Burnett Region as % of Queensland	7.0	5.5	..

Table X	Employment by industry	Wide Bay - Burnett, 2011	Specialisation ratio
Industry	Wide Bay - Burnett RPA number %	Queensland number %	number
Agriculture, Forestry and Fishing	8,319 8.3	55,416 2.7	3.05
Mining	2,350 2.3	52,955 2.6	0.91
Manufacturing	8,885 8.9	171,669 8.4	1.05
Electricity, Gas, Water and Waste Services	1,655 1.7	24,828 1.2	1.36
Construction	8,230 8.2	183,780 9.0	0.91
Wholesale Trade	2,687 2.7	74,288 3.6	0.74
Retail Trade	12,337 12.3	217,610 10.7	1.15
Accommodation and Food Services	6,919 6.9	141,855 7.0	0.99
Transport, Postal and Warehousing	4,091 4.1	107,072 5.3	0.78
Information Media and Telecommunications	835 0.8	25,358 1.2	0.67
Financial and Insurance Services	1,415 1.4	54,153 2.7	0.53
Rental, Hiring and Real Estate Services	1,451 1.4	37,007 1.8	0.79
Professional, Scientific and Technical Services	3,199 3.2	132,754 6.5	0.49
Administrative and Support Services	2,793 2.8	65,015 3.2	0.87
Public Administration and Safety	5,484 5.5	136,818 6.7	0.82
Education and Training	8,357 8.3	160,921 7.9	1.06
Health Care and Social Assistance	14,0431 14.0	242,559 11.9	1.18
Arts and Recreation Services	717 0.7	28,444 1.4	0.52
Other Services	3,927 3.9	78,713 3.9	1.01
Total (d)	100,167 100.0	2,039,275 100.0	1.00

The below table represents the unemployment rate of the Wide Bay Burnett region against Queensland. The long term trend is 1.5% above the average rate, recently trending upward to around 2.5% above the Queensland average.

Fig 2 Unemployment rate (a), WBB Region and QLD, Sept qtr 2010 to June qtr 2012

Figure 2 Unemployment rate (a), Wide Bay Burnett Region and Queensland, December quarter 2010 to September quarter 2012



(a) Based on a 4-quarter smoothed series.

Gross Regional Product

The Wide Bay Burnett region produced approximately \$7.8 billion of economic activity or Gross Regional Product (GRP) which translates to 4.2% of the total Queensland economy for this period. GRP per capita in the region was around \$29,466 in 2005-06. The three largest contributors to gross value-added in the Wide Bay Burnett region for the examined period were ownership of dwellings (10.6% of total regional GVA), manufacturing (10.4%) and agriculture, forestry and fishing (9.7%).

Businesses

In 2008-09, there were approximately 22,450 businesses in the region with a high proportion of small businesses (less than 20 employees and with a turnover of equal to or less than \$100,000 per year), however it is estimated that approximately 15% have a turnover of up to \$1million per year. The three largest employing businesses by industry in 2008-09 were construction, agriculture retail trade and manufacturing, accounting for approximately 47% of the total number of businesses in the Region.

Regional Wages and Salaries

The average annual wage and salary for the Wide Bay Burnett region was \$36,517 in 2008-09, which is below the State average of \$44,501. The overall compound annual growth rate within the region for the period 2004-05 to 2008-09 was 5.4%, which was slightly below the figure for Queensland (5.7%). People with low income jobs (i.e. \$41,600 or less per annum) make up approximately 64.8% of the total labour force in the Region. Furthermore, those who work in medium-income occupations (between \$41,600 and \$104,000 per annum) account for around 32.6% of total employment.

Estimated Resident Population

As at 30 June 2011, the estimated resident population of WBB Region was 279,201 persons, out of a total population of 4,474,198 persons in Queensland.

Table 2: Estimated resident population by local government area, WBB LGs Region,

Local government area	Estimated resident population as at			Average annual growth	
	2006	30 June 2010pr	2011pr	2006– 2011pr	rate 2010pr– 2011pr
	— number —			— % —	
Bundaberg (R)	87,898	91,892	91,858	0.9	0.0
Cherbourg (S)	1,225	1,235	1,272	0.8	3.0
Fraser Coast (R)	89,247	97,000	97,296	1.7	0.3
Gympie (R)	44,177	46,554	46,668	1.1	0.2
North Burnett (R)	10,756	10,412	10,342	-0.8	-0.7
South Burnett (R)	30,778	31,742	31,765	0.6	0.1
WBB Region	264,081	278,835	279,201	1.1	0.1
Queensland	4,090,908	4,424,158	4,474,098	1.8	1.1
WBB Region as % of QLD	6.5	6.3	6.2

Population by Age and Sex

As at 30 June 2011, 19.6 per cent of persons were aged 0 to 14 years, 60.9 per cent were aged 15 to 64 years and 19.5 per cent were aged 65 years and over. Within the region, Cherbourg Regional Council) recorded the highest proportion of children aged 0 to 14 years (35.5 per cent), while Fraser Coast Regional Council recorded the lowest proportion (18.9 per cent). For the working-age population aged 15 to 64 years, Gympie Regional Council had the largest proportion (61.7 per cent) and Fraser Coast Regional LGA recorded the lowest (60.1 per cent). Fraser Coast Regional Council had the highest proportion of persons aged 65 years and over (21.0 per cent) and Cherbourg Council recorded the lowest (3.5 per cent).

Table 3: Estimated resident population by age by local government area, WBB 2011pr

Local government area	0–14		15–24		25–44		45–64		65+	
	number	%	number	%	number	%	number	%	number	%
Bundaberg (R)	17,627	19.2	10,755	11.7	20,084	21.9	25,711	28.0	17,681	19.2
Cherbourg (S)	451	35.5	243	19.1	332	26.1	202	15.9	44	3.5
Fraser Coast (R)	18,386	18.9	10,342	10.6	20,404	21.0	27,740	28.5	20,424	21.0
Gympie (R)	9,478	20.3	5,035	10.8	10,110	21.7	13,650	29.2	8,395	18.0
North Burnett (R)	1,993	19.3	965	9.3	2,278	22.0	3,045	29.4	2,061	19.9
South Burnett (R)	6,777	21.3	3,474	10.9	6,879	21.7	8,891	28.0	5,744	18.1
WBB Region	54,712	19.6	30,814	11.0	60,087	21.5	79,239	28.4	54,349	19.5
Queensland	887,487	19.8	625,429	14.0	1,264,341	28.3	1,119,056	25.0	577,785	12.9
WBB Region as % of Qld	6.2	..	4.9	..	4.8	..	7.1	..	9.4	..

The following figure highlights the differences in age groups between WBB Region and Queensland as at 30 June 2011.

Figure 3: Population by age group and sex, WBB Region and QLD, 30 June 2011pr

