

# Goondiwindi Region: A Blueprint for Prosperity

## Economic Development Strategy, 2018-2023

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



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#### **Acknowledgement of Country**

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

#### **Disclaimer**

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# 1. A Blueprint for Regional Prosperity

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

*Goondiwindi Region: A Blueprint for Prosperity: Economic Development Strategy, 2018-2023*, is Goondiwindi Regional Council’s blueprint for enhancing the vibrancy, economic diversity, liveability and sustainability of the Goondiwindi Region’s economy.

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

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

## *The Goondiwindi Region’s Current and Emerging Economic Drivers*



Source: SC Lennon & Associates

## 2. A Vision of Regional Prosperity

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

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

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

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

***Goondiwindi Regional Council's Economic Development Mission Statement***

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

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

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

### 3. A Plan of Action to Promote Regional Prosperity

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

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

#### ***A Blueprint for Prosperity: Economic Development Strategy Themes***



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

## 4. Priorities for Action

Priority actions for implementation from 2018 to 2023 are identified based on the application of two broad sets of assessment criteria, being: (1) what benefits the action is likely to deliver to the communities of the Goondiwindi Region, its residents and businesses; and (2) Goondiwindi Regional Council's capacity to implement the project or activity concerned. The priorities for action are:

- 1) Co-ordinate the consultation, feasibility assessment and business case development for a Goondiwindi Region Ag-Tech Hub. Key tasks include:
  - Establish a Goondiwindi Region Ag-Tech Working Group.
  - Co-ordinate the preparation of a feasibility assessment and business case for the Ag-Tech Hub.
  - Advocate for relevant Government funding assistance and investment.
- 2) Collaborate with the Department of State Development, Manufacturing, Infrastructure and Planning and telecommunications companies to secure funding for infrastructure to improve digital connectivity to the region.
- 3) Advocate to relevant government agencies for improved transport and logistics infrastructure in the Goondiwindi Region. Priorities include:
  - Liaise with the Department of Transport and Main Roads to review the region's Road Train Routes.
  - Liaise with the Department Transport and Main Roads and Australian Rail Track Corporation (ARTC) regarding the planning and implementation of the Inland Rail Project and South West Rail upgrades.
- 4) Conduct a needs assessment and develop a masterplan for the Goondiwindi Regional Airport.
- 5) Work with the region's tourism industry stakeholders to develop a new destination management strategy for the Goondiwindi Region and generate ideas for enhancing market opportunities.
- 6) Prepare a Goondiwindi Region Community and Recreation Infrastructure Strategy including a needs assessment and audit of facilities. The strategy will identify priority infrastructure projects requiring additional business case development, for example, the Goondiwindi Pool and Regional Equestrian Centre.

## 5. Collaboration for Successful Implementation

Collaborating to cultivate economic development partnerships is key to successful strategy implementation. Goondiwindi Regional Council will continue to work with the Queensland Government, the region's chambers of commerce and progress associations as well as other key stakeholders, to gain support for and to help deliver this strategy. Council will establish an annual *Goondiwindi Region Economic Development Futures Forum* to re-affirm and build on the economic development directions and priorities for the Goondiwindi Region as set out in this document. This will include a regular review, update and prioritisation of economic development activities and will involve Councillors and key external stakeholders.

The Goondiwindi Region Economic Development Strategy has been prepared in the context of the role of economic development in Council's broader program of work and strategic objectives, and wider regional priorities. Led by its Economic Development Team, Goondiwindi Regional Council will monitor the progress of the Economic Development Strategy in order to achieve the actions set out. *Goondiwindi Region: A Blueprint for Prosperity* will be reviewed annually with an update anticipated in five years.



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