

CARPENTARIA SHIRE

ECONOMIC DEVELOPMENT STRATEGY

Action Plan 2020-2025

Version 09 September 2020



Attachment 1 – Suggested action for Carpentaria Shire Economic Development Strategy 2020-2025 Action Plan
Suggest reduce to a manageable number

Actions	Priority	Implementation Lead	Implementation Stakeholder	Key milestones	Status report	Due Date
Tourism Our community embraces new and growing opportunities that promote the regions rich natural environment. <ul style="list-style-type: none"> • <i>Implement and link local and regional Tourism Strategies.</i> • <i>Identify and grow natural attraction tourism opportunities.</i> • <i>Extend shoulder tourism seasons.</i> 						
Develop adventure and outback, indigenous and cultural experiences.		CSC General Tourism Manager (GTM)	Local Indigenous Groups DSDTI – Tourism Division	<ul style="list-style-type: none"> • Expand tourism products • Additional experiences to retain visitors within Carpentaria Shire longer, thereby increasing revenues from tourism 		
Release the Carpentaria Shire Council Tourism Strategy 2010-2022		CSC GTM	CSC Tourism Manager	<ul style="list-style-type: none"> • Underpin future proposed developments and assist attract investment 	Council – GTM released to the public	
Progress actions within the Tourism Strategy.		CSC GTM	Local Tourism Providers	<ul style="list-style-type: none"> • Expand tourism products • Additional experiences to retain visitors within Carpentaria Shire longer, thereby increasing revenues from tourism 		
Gulf Savannah Farm Station Stay manual		GSD		<ul style="list-style-type: none"> • 		Oct 30 2020

Development of the Normanton Monsoon Centre		CSC GTM		<ul style="list-style-type: none"> • Expand tourism products • Additional experiences to retain visitors within Carpentaria Shire longer, thereby increasing revenues from tourism 	Councils General Tourism Manager (GTM) is working on a fresh approach to this project.	
Indigenous tourism products from retail to wholesale		CSC GTM	<p>Traditional Owner Groups CLCAC Bynoe GSD DSDTI – Indigenous Advisory Team</p>	<ul style="list-style-type: none"> • Expand tourism products • Additional experiences to retain visitors within Carpentaria Shire longer, thereby increasing revenues from tourism 		
Development of the Mutton Hole Wetlands		CSC GTM	<p>Local Indigenous Groups GSD DSDTI – Tourism Division</p>	<ul style="list-style-type: none"> • Expand tourism products • Additional experiences to retain visitors within Carpentaria Shire longer, thereby increasing revenues from tourism • 	Council and stakeholders have previously completed some works with this project. Some thoughts is to transfer trusteeship to the Traditional Owner groups to allow Indigenous tourism	.
Gulf Savannah Regional Branding		GSD		<ul style="list-style-type: none"> • 		30/10/2020
Develop new destination marketing material.		CSC GTM	<p>GSD Local Tourism Businesses QR DSDTI NWMP Team</p>	<ul style="list-style-type: none"> • Maximise exposure and return on investment • Increased visitation and expenditure in Carpentaria Shire • 		

			DSDTI Tourism Division			
Agriculture As a region, we recognize actions that promote growth in agricultural related activities. <ul style="list-style-type: none"> • <i>Look at how we can grow the agricultural potential of the region.</i> • <i>Seek new possible ways for new business opportunities from our agricultural products.</i> 						
Regional branding and marketing of local products including beef, prawns and fish.			CSC Local Fishing Operators Local Beef Producers	•		
Investigate the potential for value-add opportunities within the beef supply chain industry.				•		
Gulf Fresh – local food production				•	Need to encourage local suppliers to brand product from the Gulf, this will be a great project for the EDS and the stakeholders to work on together	
Investigate diversified agricultural opportunities such as broadacre cropping.				•		
Gulf Savannah Regional Development		GSRD		•		
Fishing We want to be recognized as having a sustainable, strong and balanced fishing industry. <ul style="list-style-type: none"> • <i>Look at ways of maintaining the viability of our commercial and recreational fishing.</i> • <i>Explore the potential for artificial reefs to attract fishing and tourism activities.</i> 						
Create a fishing habitat of Karumba to increase recreational fishing		NGRM	CSC GTM	•	Grant prepared and submitted	Karumba locals are working on a project to create an artificial reef
Work with commercial and recreational fishing groups to improve sustainability.				•		

Community We are a community where more people will want to live, visit and experience. <ul style="list-style-type: none"> • We will work to maintain and grow our community services for locals and visitors. • Explore how we can recognize and promote the attributes of living and working in the Shire. 						
Identify the availability and issues related to public and private housing and develop a plan to address identified issues.				•		
• Progress Lilyvale Subdivision						
Prioritise key projects and progress the business case.				•		
Enhance networking to share good stories to promote community pride.				•	Council has done previous works on this project however require substantial funding for this project to continue.	
Improve digital connectivity across the shire				•	This project is in progress Council working with GSD	
Identify gaps and address gaps in training and employment.		Bynoe	TAFE Employment Network Agencies Businesses DSBET Ed Qld CLCAC	•		
Karumba Foreshore Development		CSC	DES DSDTI	•	Part of the works being done by Council currently: <ul style="list-style-type: none"> • CHAS – Phase 3-6 • MIPP2 – Karumba Town Plan DES funding through the Monsoon event to cart additional sand onto the foreshore	

Strengthen relationships between project proponents and employment providers.				•		
Further development of the Port of Karumba				•	Mayor and CEO are attempting to schedule a meeting with Townsville Port in relation to the Port Operations. This is part of election ask from NWQROC and WQAC	
Establishment of an agricultural training Academy			Bynoe GSD TAFE CSC	•	Bynoe – CEO Fred Pascoe is working of this project.	
<p>Small business We support our small businesses and welcome new business opportunities.</p> <ul style="list-style-type: none"> • Encourage locals and visitors to spend and purchase more in the region. • Introduce and actively encourage a “Buy Local” program. • Increase the uptake of new technologies by the business community. 						
Identify and support existing businesses needs to be more competitive.			DSBET	•		
Schedule a calendar of business support activities.		CSC GTM	DSDTI NWQRO	•		
Support local business to expand, grow and modernise.			DSBET	•	This is a great project for the stakeholders in relation to the EDS. Council is working with DESBT to get more of a focus between the Department and Small Business in the Gulf	
Inform and support business to access new technologies.			DSBET GSD CSC	•		
Working together						

	<p>We believe having productive partnerships between government, business, industry and community is important.</p> <ul style="list-style-type: none"> • <i>Seek opportunities to share resources.</i> • <i>Look for and develop projects that will grow our community and economy.</i> <p><i>Secure reliable digital connectivity that is used across the Shire and region.</i></p>					
Plan and action a pathway to make new residential and commercial land available.		CSC		•		
Audit infrastructure for best use of facilities.				•		
Work with Traditional Owners on land requirements – cultural monitoring.			CLCAC TO Groups			
Pursue funding to install a digital connection between Normanton and Karumba (Optic Fibre Cable)		CSC	GSD DLGRMA DSDTI NWQRO		In process	

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