

**North West  
Minerals Province**



# **NORTH WEST QUEENSLAND ECONOMIC DIVERSIFICATION STRATEGY**

**IMPLEMENTATION PLAN 2019–2021**

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*Image: Lawn Hill (Tourism Events Queensland)*



# Minister's foreword

North West Queensland has a strong and vibrant future. That's why the Palaszczuk Government is so pleased to invest in and support this region, as a vital economic contributor to our State.

In August 2019 we released the *North West Queensland Economic Diversification Strategy* (NWQEDS) to support jobs and growth in the region. The strategy is a key action of our \$39 million *A Strategic Blueprint for Queensland's North West Minerals Province*.

The NWQEDS Implementation Plan 2019–2021 supports the Strategy by setting out actions to deliver the 13 diversification initiatives, asking and answering the question, 'What will success look like?', while detailing funding and stakeholder support.

The implementation plan is supported by \$33.3 million in funding: \$5 million through the blueprint, plus a further \$14.5 million in new funding to support the establishment of a drone testing site at Cloncurry and \$13.8 million towards a New Economy Minerals Package. An Australian first, this drone facility will create a new high-tech economic sector for Cloncurry and the North West. It shows just how serious we are about supporting projects that bring together technology, regional knowledge and experience.

While mining and mineral processing will remain a mainstay of the North West's economy, there are new opportunities in sectors like agriculture and tourism, and more widely across business and industry, that will create more jobs for Queenslanders and support our vibrant outback communities.

The initiatives identified in this implementation plan have the potential to transform the North West into a new frontier for industry innovation and global investment, and include:

- driving catalytic projects in high value dry-land and irrigated agriculture and co-investing in common user facilities
- progressing priority local government tourism projects, including the master planning of the Outback at Isa facility and the development of a virtual reality fossil experience in Mount Isa
- developing visitor itineraries and delivering new tourism packages in partnership with industry
- supporting the attraction of investment into new economy minerals
- supporting development of the region's energy supply and transmission
- delivering local economic action plans that increase workforce participation.

Through the blueprint and associated strategies, we are also continuing to make the investments necessary to grow the region. This includes the \$110 million Supply Chain Strategy to improve freight handling and efficiency on the Mount Isa to Townsville rail line. This investment provides \$80 million to reduce access charges over four years and \$30 million to support construction of Port of Townsville's new container terminal.

The Queensland Government understands that if our regions are strong our state is strong, and we are committed to diversifying and growing our North West to create more new jobs for Queenslanders.

My thanks and congratulations to all the community members, industry representatives, government agencies and other stakeholders involved in this collaborative process. Your valued partnerships and inspirational passion for the region will ensure this implementation plan can fulfil the North West's full potential.

**The Honourable Cameron Dick MP**

Minister for State Development,  
Manufacturing, Infrastructure and Planning



# Introduction and context

*A Strategic Blueprint for Queensland's North West Minerals Province (the blueprint) demonstrates the Queensland Government's commitment to building long-term economic resilience and sustainability across North West Queensland.*

Supported by \$39 million in funding over four years, the blueprint sets a vision for strong and prosperous industries, businesses and communities across 10 local government areas (see map below).

Since the release of the blueprint in 2017, the Department of State Development, Manufacturing, Infrastructure and Planning (DSDMIP) has worked closely with regional stakeholders to identify opportunities to diversify the region's economy across four key sectors:



**Resources** – mining and mineral processing



**Agriculture** – beef cattle production, cropping, fisheries and aquaculture

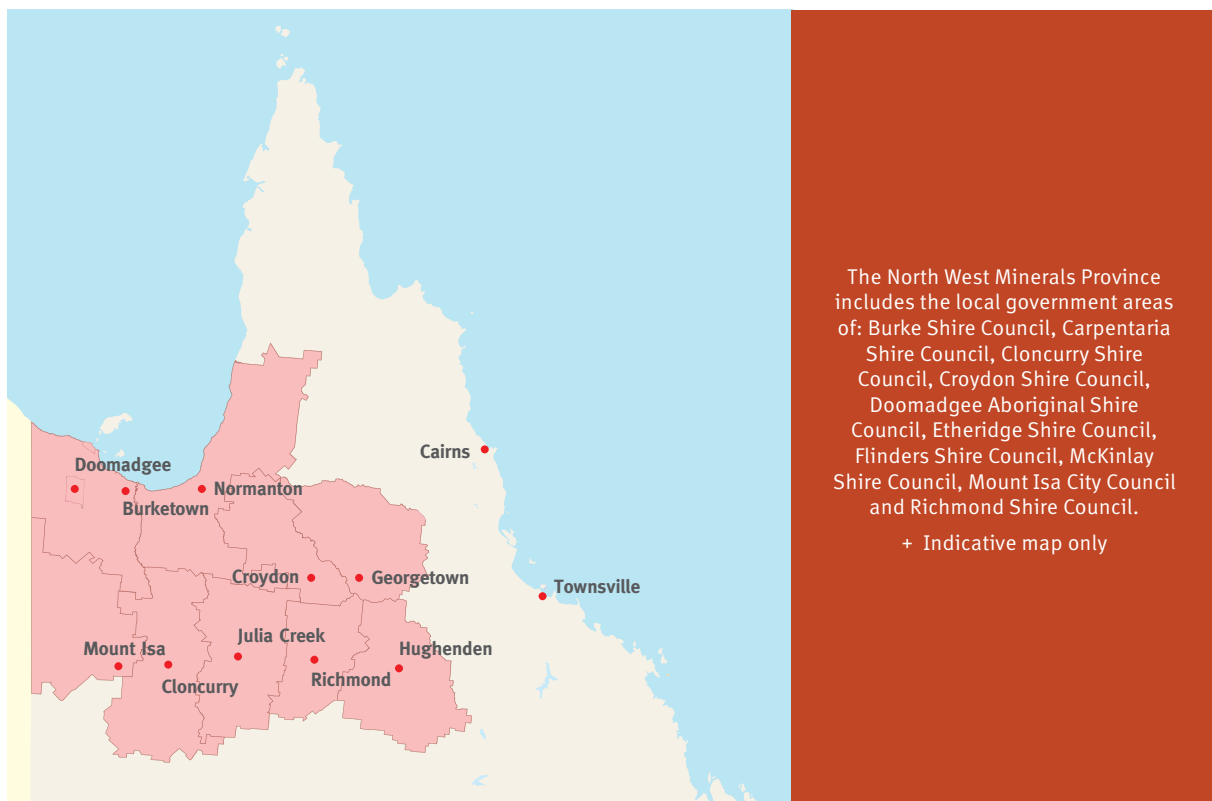


**Tourism** – predominately drive tourism, strong focus on outback experience






**Business and industry** – small business/supply chain and emerging industry sectors

Figure 1: A Strategic Blueprint for Queensland's North West Minerals Province geographic area



The opportunities identified across the four key industry sectors form the basis of the *North West Queensland Economic Diversification Strategy* (NWQEDS) which was released in August 2019. The NWQEDS represents an agreed set of regional priorities and initiatives across the three themes of:

-  enhanced investment environment
-  strong supply chain
-  sustainable communities.

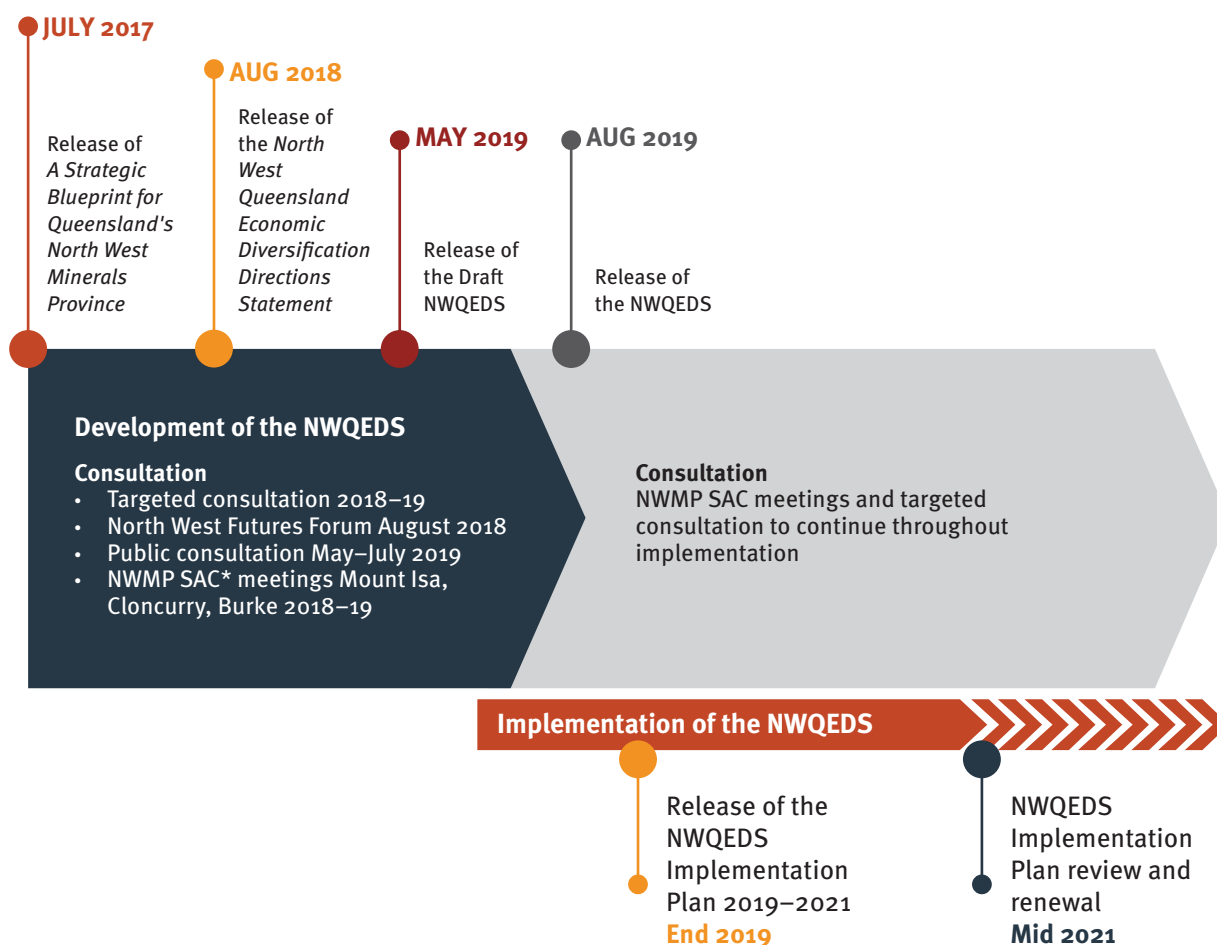
Over the next two years, the Queensland Government will continue to work in partnership with stakeholders to deliver NWQEDS initiatives. To support this process, the *North West Queensland Economic Diversification Strategy Implementation Plan 2019–2021* has been developed.

The plan provides a framework through which resourcing and implementation responsibilities have been assigned. It also outlines a clear direction of how the region will be better positioned to capitalise on new investment and economic development opportunities over the next decade.

While the NWQEDS has a long-term outlook, this implementation plan focuses on the achievement of outcomes over the next two years.

At the end of this period, the plan will require review and renewal. This approach will ensure that the NWQEDS continues to capitalise on emerging opportunities or any changes in regional circumstances.

Figure 2: Implementation timeframe and review



\*NWMP SAC - North West Minerals Province Stakeholder Advisory Committee

# Objectives

Successful implementation of the NWQEDS requires collaborative partnerships across all levels of government, regional business, industry and the community.

The NWQEDS aligns with the Queensland Government's objectives for advancing Queensland. It builds on the work that is already happening across government and at a local level, to increase economic resilience and reduce the region's vulnerability to fluctuations in resource investment and climatic conditions.

Figure 3 illustrates the relationship between NWQEDS objectives, its three themes and the initiatives that are being implemented. This approach provides a framework to drive investment and growth, create jobs and ultimately build a sustainable and thriving regional economy.

Figure 3: NWQEDS Framework





## Structure and timeframes

As the Queensland Government's lead economic development agency, DSDMIP coordinates the implementation of the NWQEDS, provides regular reports and seeks advice, as appropriate, through the North West Minerals Province Stakeholder Advisory Committee (NWMP SAC). This process ensures that implementation priorities remain relevant and responsive to regional needs.

DSDMIP's North West Queensland Regional Office in Mount Isa will continue to work with project proponents, regional stakeholders and Queensland Government agencies to drive on-ground implementation of both blueprint and NWQEDS initiatives.

The implementation of some NWQEDS initiatives is already underway. These are ongoing and will be integrated into DSDMIP's core business so that they can continue beyond the immediate implementation period. All other initiatives will be delivered over the next two years to mid-2021.

The NWMP SAC was established to guide the implementation of the blueprint. This committee meets regularly to provide advice and regional expertise on key actions such as the development of the NWQEDS.

The NWMP SAC includes representatives from local, state and commonwealth government, industry, peak bodies and community organisations.

## Implementation support

The blueprint is supported by \$39 million in Queensland Government funding. This funding was allocated to a range of actions which included the development of the NWQEDS.

To drive diversification and deliver NWQEDS initiatives, \$33.3 million has been allocated comprising, \$5 million of prioritised blueprint funds and a further \$28.3 million in new funding.

This support leverages other government programs and will be further enhanced through support via the DSDMIP North West Queensland Regional Office.

Part 2 of this Implementation Plan provides detail and a breakdown of funding allocations across the NWQEDS initiatives.

# Implementation summary

Theme	Initiatives	Implementation lead
Enhanced investment environment	1.1 Maximise the regional economic benefits of private sector projects	DSDMIP
	1.2 Strengthen economic development planning across the province	DSDMIP
	1.3 Investigate energy supply opportunities for the North West Minerals Province	DSDMIP
	1.4 Support development of a new economy minerals industry including secondary prospectivity	DNRME
	1.5 Increase agricultural production	DAF
	1.6 Develop a pipeline of tourism projects	DITID
	1.7 Coordinate the capture and analysis of regionally specific tourism data	DSDMIP
Strong supply chain	2.1 Build the capacity of business and entrepreneurs to respond to market opportunities	DSDMIP
	2.2 Maximise local business participation in regional supply chains supporting key sectors	DSDMIP
	2.3 Facilitate industry-led training opportunities	DSDMIP
	2.4 Increase the economic benefit of tourism	DITID/DSDMIP/TEQ
Sustainable communities	3.1 Maximise local economic development outcomes by implementing the Community Strategy	DCDSS
	3.2 Improve regional employment outcomes through optimised workforce planning	DSDMIP
Total		

DAF  
DATSIP  
DCDSS  
DESBT  
DHPW  
DITID  
DNRME

Department of Agriculture and Fisheries  
Department of Aboriginal and Torres Strait Islander Partnerships  
Department of Communities, Disability Services and Seniors  
Department of Employment, Small Business and Training  
Department of Housing and Public Works  
Department of Innovation and Tourism Industry Development  
Department of Natural Resources, Mines and Energy

	Implementation stakeholders	Support	Timeframes for completion
	DITID, local government, MITEZ, GSD, private sector proponents	\$14.5 million (new funding supporting actions in the <i>Queensland Drone Strategy</i> and the <i>Queensland Aerospace 10-Year Roadmap and Action Plan</i> ), DSDMIP North West Queensland Regional Office	Underway To be ongoing
	DATSIP, DITID, local government, MITEZ, GSD	\$50,000, DSDMIP North West Queensland Regional Office	Underway To be ongoing
	DNRME	\$500,000	Mid-2020
	DSDMIP, TIQ, QRC	\$14.1 million (comprising \$13.8 million in New Economy Minerals funding, \$200,000 in funding from the blueprint and \$100,000 in funding from TIQ)	Underway To be ongoing
	DNRME, DSDMIP, TIQ, local government, MITEZ, GSD, private sector proponents	\$1.28 million	Mid-2021
	DSDMIP, local government, MITEZ, GSD, OQTA, TTNQ, private sector proponents	\$750,000	In place by mid-2020 To be ongoing
	DITID, OQTA, TTNQ	\$440,000	In place by mid-2020 To be ongoing
	DATSIP, DESBT, DHPW, DITID	\$50,000	Underway To be ongoing
	DATSIP, DESBT, local government, chambers of commerce, industry associations	DSDMIP North West Queensland Regional Office	Underway To be ongoing
	DATSIP, DESBT, DITID, chambers of commerce, industry associations	\$50,000	In place by mid-2020 To be ongoing
	MITEZ, GSD, OQTA, TTNQ	\$580,000	End 2020
	DATSIP, DSDMIP, DESBT, local government, community organisations	\$1 million	In place by mid-2020 To be ongoing
	DATSIP, DESBT, employment service providers and training organisations	DSDMIP North West Queensland Regional Office	Underway To be ongoing
<b>\$33.3 million</b>			

DSDMIP  
GSD  
MITEZ  
OQTA  
TEQ  
TIQ  
TTNQ

Department of State Development, Manufacturing, Infrastructure and Planning  
Gulf Savannah Development  
Mount Isa to Townsville Economic Zone  
Outback Queensland Tourism Association  
Tourism Events Queensland  
Trade and Investment Queensland  
Tourism Tropical North Queensland



# Theme 1 – Enhanced investment environment



**\$31.62**  
**million**  
in funding

## What does success look like in 2021?

Theme one initiatives will help to create the preconditions for diversified investment over the long-term.

Local governments will have clearly articulated aspirations in their economic development strategies and Traditional Owner groups will be supported to undertake additional economic development planning. These priorities will be aligned, guiding investment and land use planning decisions, helping to attract funding support.

Proponents will be advancing new economy minerals projects through the investment prospectus. Identified energy supply and transmission options will provide greater choice for industry, reducing barriers to investment.

The transformational potential of high-value and other fodder crops will have been demonstrated, attracting new expertise and investment to the region. The Agricultural Development and Investment Group (ADIG) will be bringing the 'pieces of the puzzle' together, helping to realise opportunities, create change and unlock the region's potential.

Associated field days and extension products will be developing confidence to grow new crops such as sesame at scale, attracting investment and accelerating uptake.

Key tourism projects will be investment-ready, achieving support through funding mechanisms.

More families will be visiting the region, extending their stays as a consequence of new itineraries, tourism packages and a full schedule of events. Regional communities will be benefitting from increased visitor spending that supports local businesses and employment.

## What will success look like over the life of the NWQEDS?

The region's iconic cattle production sector will have a sustainable herd, matched with an improved level of resilience to both climatic variability and market demands.

There will be a critical mass of intensified higher-value agricultural cropping operations that are built upon efficient and effective farming systems and enabling infrastructure. This production base will be matched with supply chains capable of meeting domestic and export market demands.

The scale of the cropping sector will continue to drive development and growth of new agronomic and technology-based support services, increasing labour requirements, local processing and value-adding opportunities and maximising economic returns and job creation.

Collaborative partnerships between producers, science service providers, industry and government will continue to improve the business and environmental performance and resilience of agricultural enterprises and supply chain partners, helping to drive investor confidence.

New tourism attractions will be increasing visitation and extending the tourism season. The region will be more accessible due to investment in accommodation and supporting infrastructure.

The potential and extent of new economy minerals is understood, supporting development of new supply chains and industry.

# Initiatives

## Theme 1 – Enhanced investment environment



### 1.1 Maximise the regional economic benefits of private sector projects

**Lead**  
DSDMIP

**Implementation stakeholders**  
DITID, local government, MITEZ, GSD, private sector proponents

**Support**  
\$14.5 million (new funding), DSDMIP North West Queensland Regional Office

**Timeframe**  
Underway. To be ongoing

#### Actions

- Facilitate private sector projects to progress in a timely and coordinated manner by assisting proponents to:
  - » map approvals pathways with relevant regulatory agencies
  - » identify investment partners and funding options including Queensland and Commonwealth Government grants
  - » determine supply chain, freight pathway and market opportunities.

#### Outcomes

- A reduction in the time between business case and approvals bringing projects to a shovel-ready stage earlier.
- Workforce and training requirements identified early during project development, providing time for regional training and employment service providers to source and prepare appropriately skilled employees.
- Development of a major projects pipeline that identifies opportunities in the region.
- The establishment of a commercial, common user trial, test and evaluation facility for unmanned aerial systems at Cloncurry Airport.

### Unmanned Aerial Systems Test, Trial and Evaluation (UAS TT&E) Facility and Flight Range Cloncurry

The Queensland Government is leading the development of the first stage of a commercial, common-user UAS TT&E facility and flight range at Cloncurry Airport. Remotely controlled and autonomous aerial vehicle technology, commonly referred to as drones, is a rapidly evolving aerospace industry sector. Access to a test facility is an important missing element required for industry development.

The Queensland Government's investment of up to \$14.5 million will support actions in the *Queensland Drone Strategy* and the *Queensland Aerospace 10-Year Roadmap and Action Plan* by helping to bring advanced technologies and capabilities to regional Queensland. North West Queensland has a distinct comparative advantage with its relatively uncongested airspace, vast and sparsely populated areas and accessible service centres with amenities and transport networks. The establishment of this high technology test capability at Cloncurry will attract national and global aviation and aerospace companies to the region to put new systems through their paces.

The project will generate an estimated 65 jobs during the 20 week construction phase, with local labour utilised where possible.

Opportunities for local businesses will include construction and maintenance of facilities, provision of services such as logistics, transportation, accommodation and catering for crew during test campaigns. The establishment of this facility with a controlled and safe test environment for aerial vehicles will also provide the foundations for the trial and expansion of drone based applications in the region's mining and agriculture sectors; as well as for the development of remote service delivery capabilities.



## 1.2 Strengthen economic development planning across the province

**Lead**  
DSDMIP

**Implementation stakeholders**  
DATSIP, DITID, local government, MITEZ, GSD

**Support**  
\$50,000, DSDMIP North West Queensland Regional Office

**Timeframes**  
Underway. To be ongoing

### Actions

- Roll out an Economic Development Toolkit to support local governments to:
  - » identify, develop and implement economic strategies
  - » align economic development objectives with regional priorities including freight transport, land use and infrastructure planning
  - » identify project synergies and partnership opportunities across local government areas.

### Outcomes

- Local governments and Traditional Owners will have economic development strategies in place.
- Alignment between state and local economic development aspirations provides for coordinated land tenure arrangements and infrastructure investment.
- An Indigenous Engagement Strategy, developed by DSDMIP, supports Traditional Owner groups to undertake the economic planning process.
- A bi-annual economic development forum, hosted by DSDMIP, that brings together economic development practitioners from local governments, Traditional Owner groups, MITEZ and GSD. The forum supports increased knowledge and expertise in economic development planning and enables the sharing of knowledge of major regional projects and emerging opportunities.



## 1.3 Investigate energy supply opportunities for the North West Minerals Province

**Lead**  
DSDMIP

**Implementation stakeholder**  
DNRME

**Support**  
\$500,000

**Timeframes**  
Complete by mid-2020

### Actions

- Work with stakeholders to develop opportunities for new common user electricity infrastructure for the North West Minerals Province. This will include options for renewable generation and consider the benefits for economic development in the region.

### Outcomes

- Identified energy supply options, including common user infrastructure, that may lower the cost of energy in the province.
- An understanding of the impact of lower energy costs on the viability of existing and new resources and agricultural projects.
- Identified options for industry to adopt renewable energy generation and capture, based on circular economy models.





## 1.4 Support development of a new economy minerals industry including secondary prospectivity

**Lead**  
DNRME

### Implementation Stakeholders

DSDMIP, TIQ, QRC, private sector proponents

### Support

\$14.1 million (comprising \$13.8 million in New Economy Minerals funding, \$200,000 in funding from the blueprint and \$100,000 in funding from TIQ)

### Timeframes

Underway. To be ongoing

### Actions

- Accelerate data-driven exploration with
  - » digitisation of static data and machine learning
  - » increasing the availability of exploration data.
- A new economy minerals exploration package that includes:
  - » identifying remaining mineral resources in tailings
  - » reanalysis of drill core samples to focus on the full spectrum of potential minerals
  - » determining mineral endowment of former mine sites in partnership with the University of Queensland
  - » high resolution airborne magnetic survey north of Mount Isa to better understand the potential for copper-cobalt mineralisation
  - » Millungera gravity survey to better understand the potential for vanadium and copper-bearing deposits near Julia Creek
  - » magneto telluric survey south and east of Cloncurry to understand the potential for copper, cobalt and rare earth-bearing structures

- » rare earth modelling in collaboration with James Cook University
- » interrogation of existing phosphate deposits for rare earth potential
- » continuation of the Collaborative Exploration Initiative
- » promotion of investment and exploration opportunities through a New Economy Minerals Conference.

- Determine the supply chain required to support the development of a technology minerals industry in North West Queensland.
- Identify investment opportunities to enable development of the province and associated infrastructure and the expansion of the minerals industry.

### Outcomes

- Digital geological data with a focus on new economy minerals is made available.
- The new economy minerals exploration package has identified:
  - » mineral resources remaining in tailings dams
  - » mineralisation of drill core samples
  - » potential of former mine sites
  - » copper-cobalt trends north of Mount Isa
  - » cobalt and rare earth-bearing structures south and east of Cloncurry
  - » vanadium and copper-bearing deposits near Julia Creek
  - » potential of phosphate deposits
  - » a model of rare earth minerals.
- The new economy minerals package has delivered:
  - » new rounds of the Collaborative Exploration Initiative
  - » a New Economy Minerals Conference.
- Identified supply chain opportunities that support development of processing and reprocessing facilities.
- Promotional material which outlines the investment potential for technology minerals in the province.



## 1.5 Increase agricultural production

### Lead

DAF

### Implementation stakeholders

DNRME, DSDMIP, TIQ, local government, MITEZ, GSD, private sector proponents

### Support

\$1.28 million

### Timeframes

Complete by mid-2021\*

### Actions

- Enhance investment into fodder production trials, with a focus on silage and headlage options such as white sorghum.
- Support irrigated cropping trials across the region, with a specific emphasis on sesame, as one of the top 3 products shortlisted through the North West Agricultural Strategy.
- Identify public/private partnership opportunities for improved common user infrastructure which has the potential to support increased agricultural productivity in North West Queensland. This may include developments which improve supply chain efficiency or which have the potential to act as a catalyst to new investment in the region.
- Design and implement a program of industry development, including market development and investment attraction. This work will include profiling the preferred agricultural development locations and opportunities in the North West.

### Outcomes

- The potential for high-value commercial and fodder crops is demonstrated and the optimal growing conditions and locations are understood as a result of the following investments:
  - » \$589,250 in a pre-commercial scale cropping trial in Cloncurry at the Town Common. The project is supported through a partnership between Cloncurry Shire Council and a commercial cropping entity

- » \$264,750 in a four hectare trial of sesame crops at Hopevale in Richmond Shire. The project confirms the significant opportunity that sesame presents and includes the development of gross margins for production and a "tool box" for growing sesame in the province
- » \$50,000 in a production trial of liberty sorghum at Silver Hills in Richmond Shire. The suitability of the crop as a livestock feed supplement (to overcome pasture nutrient deficiency and enable finishing on property) is demonstrated
- » \$70,000 in an expanded project at Forest Home, Etheridge Shire that progresses research and development in cotton production systems and explores the potential of sesame and mung beans. The project is undertaken in partnership with the Cooperative Research Centre for Developing Northern Australia (CRCNA), Grains Research and Development Corporation (GRDC) and leverages investment from key industry interests such as Cotton Seed Distributors (CSD) and Agriventus.
- \$206,000 investment (matched by McKinlay Shire Council) in an integrated livestock 'service delivery centre' at Julia Creek. The project supports improved livestock handling and loading efficiencies by consolidating a range of services including sale yards, weighing, spelling, cattle tick clearance and rail consignment.
- \$100,000 in the development of a program that attracts investment to the region by marketing the opportunities identified in the North West Agricultural Strategy.
- Continued support for project proponents through coordinated facilitation and strategic advice via the Agricultural Development and Investment Group.

*\* Implementation timeframes and outcomes will be influenced by rainfall and climatic conditions.*



## 1.6 Develop a pipeline of tourism projects

### Lead

DITID

### Implementation stakeholders

DSDMIP, local government, MITEZ, GSD, OQTA, TTNQ, private sector proponents.

### Support

\$750,000

### Timeframes

In place by mid-2020. To be ongoing

### Actions

- Allocate funding to progress tourism development proposals to an investment ready stage.

### Outcomes

- Mount Isa City Council has progressed preliminary assessments of new products and experiences that strengthen and enhance the Mount Isa to Camooweal and Riversleigh to Lawn Hill itineraries. This work leverages existing Queensland Government support through the Outback Tourism Infrastructure Fund for the redevelopment of the Riversleigh Fossil Centre (located at the Outback at Isa facility) and supports the future development of onwards itineraries. Projects include:
  - » Master planning of the Outback at Isa facility (\$150,000)
  - » Development of a virtual reality experience as part of the Riversleigh Fossil Centre (\$75,000).
- \$75,000 in funding to each of the following local governments has progressed priority tourism projects:
  - » Cloncurry Shire Council: Planning and design work associated with the redevelopment of John Flynn Place
  - » McKinlay Shire Council: Planning and design work for visitor infrastructure at the Combo Waterhole
  - » Richmond Shire Council: Detailed design, construction drawings and

tender documents that support the refurbishment and expansion of Kronosaurus Korner

- » Flinders Shire Council: Detailed business case and associated design work that supports the development of visitor infrastructure at Porcupine Gorge National Park
- » Croydon Shire Council: Planning and design work that supports the development of mountain bike trails and associated infrastructure
- » Burke Shire Council: Planning and design for visitor infrastructure at the Burketown Bore. This includes infrastructure and signage for bird watching
- » Doomadgee Aboriginal Shire: Planning and design for visitor infrastructure such as picnic tables, shade structures and cycle pathways at the weir lookout.





### 1.7 Coordinate the capture and analysis of regionally specific tourism data

#### Lead

DSDMIP

#### Implementation stakeholders

DITID, OQTA, TTNQ

#### Support

\$440,000

#### Timeframes

In place by mid-2020. To be ongoing

#### Actions

- Develop a system to enable the ongoing capture of regionally specific data through Visitor Information Centres. The system will provide for:
  - » simple and consistent data capture
  - » analysis of data (e.g. visitor profile, reasons for travel, peak visitation periods, accommodation type, direction of travel)
  - » use of data to inform tourism marketing, product development and support funding submissions.

#### Outcomes

- Quarterly capture, collation and analysis of visitor data.
- Regionally specific visitor data that is accessible to regional tourism organisations, Visitor Information Centres, business operators and local governments.
- Signage that promotes major regional attractions such as the Dinosaur Trail between Winton, Richmond and Hughenden.

## Theme 2 – Strong supply chain



### What does success look like in 2021?

Theme two initiatives will contribute to increasing the competitiveness and capability of regional business. Operators will have increased digital literacy enabling them to overcome the challenges of remoteness, access new markets and leverage innovative platforms to promote their products and services. Businesses will have clear capability statements that outline their potential to deliver goods and services to major regional buyers. North West businesses will be securing more local contracts as they work in partnership to increase their offering.

Industry will be adopting new models to attract staff and develop their skills, helping their businesses to recruit the staff they need to grow.

Advances in agri-tech, logistics and aerospace will be driving a new wave of investment to the region bringing with it a specialised workforce and new residents.

### What will success look like over the life of the NWQEDS?

Strategic partnerships between producers and value-adding industries will provide for increased regional productivity, establishing the economies of scale to compete for markets at a global level. Local businesses will be using digital business practices to streamline their operations and engage with customers. Entrepreneurs will be capitalising on opportunities that are arising as a result of new technology that reduces the distance to markets.

# Initiatives

## Theme 2 – Strong supply chain



### 2.1 Build the capacity of business and entrepreneurs to respond to market opportunities

**Lead**  
DSDMIP

**Implementation stakeholders**  
DATSIP, DESBT, DHPW, DITID

**Support**  
\$50,000

**Timeframes**  
Underway. To be ongoing

#### Actions

- Consult with business networks to develop and deliver training and capacity building programs.

#### Outcomes

- A series of introductory workshops and training sessions delivered across the region.
- Digital literacy in businesses is benchmarked across the region helping to inform an ongoing program that engages and supports businesses to increase their skills over time.
- Improved digital literacy in areas including marketing and administration.
- Tailored sessions that are specific to the needs or interests of businesses, for example Internet of Things (IoT) applications in agriculture and social media platforms for tourism.



### 2.2 Maximise local business participation in regional supply chains supporting key sectors

**Lead**  
DSDMIP

**Implementation stakeholders**  
DATSIP, DESBT, local government, chambers of commerce, industry associations

**Support**  
DSDMIP North West Queensland Regional Office

**Timeframes**  
Underway. To be ongoing

#### Actions

- Support buyers and suppliers to identify requirements and local contract opportunities.
- Assist businesses to develop capability statements.
- Deliver tailored workshops and networking events throughout the region to introduce local suppliers to large buyers.
- Identify partnership opportunities between suppliers.

#### Outcomes

- Targeted businesses/workshop attendees have developed capability statements which outline their product and service offering.
- Strategic partnerships between businesses that increases the capacity of local suppliers to meet large contracts.
- Regular networking events for regional businesses to identify contract opportunities and understand the procurement requirements of major buyers.





## 2.3 Facilitate industry-led training opportunities

### Lead

DSDMIP

### Implementation stakeholders

DATSIP, DESBT, DITID, chambers of commerce, industry associations

### Support

\$50,000

### Timeframes

In place by mid-2020. To be ongoing

### Actions

- Engage with industry groups and chambers of commerce to identify suitable industry-led training and employment models.
- Investigate the potential to establish a mine training facility at the Hard Times Mine, Mount Isa to:
  - » audit regional, national and international interest from mine operators for training programs
  - » identify training and facility requirements
  - » conduct a detailed feasibility study, develop a business plan and marketing strategies.
- Partner with resource companies, regional training organisations, employment and youth programs to identify training pathways via the Hard Times Mine facility.

### Outcomes

- A pilot program between DSDMIP and a regional industry organisation that contributes to improved employment and business outcomes.
- A tool kit that builds on the learnings from the pilot program and assists organisations to establish training and employee attraction programs that improve business outcomes.
- A completed investigation into the training facility at the Hard Times Mine and the next steps identified.



## 2.4 Increase the economic benefit of tourism

### Lead

DITID/DSDMIP/TEQ

### Implementation stakeholders

MITEZ, GSD, OQTA, TTNQ

### Support

\$580,000

### Timeframes

Completion by end-2020

### Actions

- Work in partnership with local governments, remote area boards and the tourism industry to identify ways to maximise the length of time visitors stay in the region. This may be through coordinated event scheduling and developing attractions which are suitable for the shoulder season.

### Outcomes

- New marketing campaigns and visitor itineraries based on existing drive and flight routes coordinated with events. This includes \$75,000 in funding to each of the following local governments:
  - » Carpentaria Shire Council: Development of destination marketing material including promotional videos and photography
  - » Etheridge Shire Council: Development of interpretive displays that showcase the shire's rich geological history at the TerrEstrial visitor centre
  - » Mount Isa City Council: Development of new self-guided outback adventure activities such as walking trails for bird watchers and hikers.
- Tailored packages developed in partnership with regional tourism operators and accommodation providers that attract visitors in the shoulder season.
- Coordinated event scheduling that draws visitors through the region and extends the tourism season.





*Image: Harvesting at Silver Hills (Richmond Shire Council)*



## Theme 3 – Sustainable communities



**\$1 million**  
in blueprint funding

### What does success look like in 2021?

Theme three initiatives will contribute to more workers being sourced from within the region. Businesses will be adopting new employment and training programs that support youth and Indigenous persons to engage in the workforce.

Families will be remaining in the region as more business investment brings secure employment. Resource companies and other major employers will be engaging with employment and training providers early to identify skills requirements and maximise the opportunities for locals.

Community projects such as before and after school care will be supporting more people to be employed and the liveability of towns will enhance as facilities such as innovation hubs provide a venue for visiting professional services, long-distance tertiary education and new business start-ups.

### What will success look like over the life of the NWQEDS?

Community services will support the needs of local communities and enable residents to participate in the economy. Regional towns will support vibrant rural communities and a unique country lifestyle.

Industry and training providers will be working collaboratively to maximise regional employment and build the skills that businesses need. New investment models and partnerships will be enabling the development of housing and community infrastructure to accommodate growing towns and thriving economies.

# Initiatives

## Theme 3 – Sustainable communities



### 3.1 Maximise local economic development outcomes by implementing the Community Strategy

**Lead**  
DCDSS

**Implementation stakeholders**  
DATSIP, DSDMIP, DESBT, local government, community organisations

**Support**  
\$1 million

**Timeframes**  
In place by mid–2020. To be ongoing

#### Actions

- Where appropriate, support the implementation of key projects which contribute to population retention, community capacity building and economic development.

#### Outcomes

- Action plans for each local government area that provide local, flexible funding that:
  - » support enhanced livability projects which influence population sustainment and attraction
  - » support increased local workforce engagement
  - » establish leadership and mentoring programs.





### 3.2 Improve regional employment outcomes through optimised workforce planning

**Lead** DSDMIP

**Implementation stakeholders**

DATSIP, DESBT, employment service providers and training organisations

**Support**

DSDMIP North West Queensland Regional Office

**Timeframes**

Underway. To be ongoing

**Actions**

- DSDMIP's North West Queensland Regional Office will engage with potential employers and proponents during project development to determine skills requirements. As part of this process, the office will:
  - » advise on local workforce profile and community/training organisations
  - » provide examples of regional employment models that have been successful in the province
  - » advise on potential government funding or support
  - » facilitate introductions between project proponents, community organisations and registered training organisations.

**Outcomes**

- A regional training and employment services map to direct potential employers to appropriate organisations.
- Identified gaps or duplication in employment and training services that inform the development of new training and skills development programs.
- An understanding of training and skills development pathways for key sectors in North West Queensland, including regional employment models that can be applied across the region.
- Established relationships between project proponents and employment service providers improving employment outcomes and coordinated service delivery.

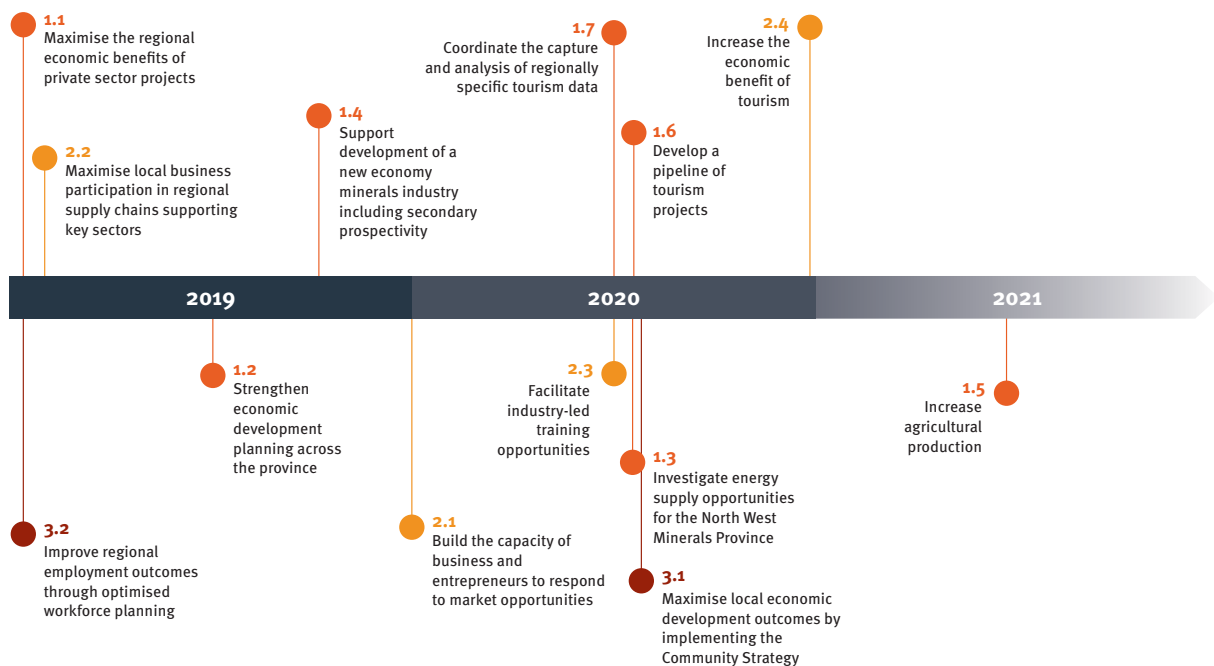
# Next steps

DSDMIP will liaise with implementation leads to undertake detailed project planning for diversification initiatives where required. As implementation continues, the DSDMIP North West Queensland Regional Office will monitor progress and coordinate regular reports to the NWMP SAC.

This implementation plan is designed to be a living document that can be updated over time. In the event of unforeseen circumstances, such as severe weather, some initiatives (particularly the actions in initiative 1.5) may require a longer implementation period.

If this occurs, DSDMIP will work closely with implementation leads, stakeholders and the NWMP SAC, to ensure diversification outcomes are achieved as soon as possible. The diagram below maps the implementation timeframe for initiatives.

Figure 4: NWQEDS implementation timeframes



For more information on the implementation of the NWQEDS, please contact the Department of State Development, Manufacturing, Infrastructure and Planning.

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