



An Australian Government Initiative



Regional  
Development  
*Australia*



WIDE BAY BURNETT

# STRATEGIC PLAN 2022-2025

Local people developing local solutions [rda.gov.au](https://rda.gov.au)

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RDA WBB recognises, respects, celebrates and values Aboriginal and Torres Strait Islanders as Traditional Owners of our nation and acknowledges the following groups as Traditional Custodians of Wide Bay Burnett.

Butchulla | Taribelang Bunda | Gooreng Gooreng | Gurang | Bailai | Gubbi Gubbi (or Kabbi Kabbi) | Wakka Wakka | Wulli Wulli



Photo used with permission of Tourism Queensland

# RDA Wide Bay Burnett Strategic Plan 2022-2025

Regional Development Australia Wide Bay Burnett's (RDA WBB) Strategic Plan 2022-25 was developed by leaders with local expertise and knowledge of the region's strengths, challenges and opportunities. The strategy reflects the region's priorities and articulates RDA WBB's important role in facilitating sustainable regional economic growth.

Our focus is to leverage Wide Bay Burnett's competitive advantages to attract new investment, grow a skilled workforce, harness emerging opportunities and facilitate collaboration to create a thriving and prosperous regional economy.

This Plan received Board endorsement in March 2023 and is a living document. Please refer to [www.rdawidebayburnett.org.au](http://www.rdawidebayburnett.org.au) for further information and updates.

The Regional Development Australia network is proudly funded by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts.



## Chair's Message

The world around us is rapidly changing, creating enormous opportunity for our region. For many years Wide Bay Burnett has thrived on its traditional manufacturing and agriculture sectors and abundant natural resources, however the time is now for the region to embrace new opportunities that will add value to traditional sectors. By leveraging strong domestic migration, emerging technologies and improved connectivity between South-East Queensland and Wide Bay Burnett, our region will continue to grow and prosper.

Regional Development Australia Wide Bay Burnett (RDA WBB) is in the unique position of working across all 3 levels of government and is well placed to facilitate and lead change in the region. We hear firsthand about the economic opportunities and challenges faced in Wide Bay Burnett and respond by bringing together business, government and community leaders to support economic development and regional growth.

The future is truly shaped by what we do today, and with a renewed commitment by all levels of government to position regional Australia for economic success, RDA WBB will continue to play an important role in unlocking economic opportunities across the Wide Bay Burnett.

Bill Trevor OAM

Chair, Regional Development Australia Wide Bay Burnett

# Our Region

Regional Development Australia Wide Bay Burnett covers the local government areas of Gympie, Cherbourg, South Burnett, North Burnett, Bundaberg and Fraser Coast.



6 Local Government Areas, covering an area of approximately 48,598 square kilometres



310,278 residents call Wide Bay Burnett home



22,097 local businesses



The region's Gross Regional Product was \$14.89 billion in the year ending June 2022, growing 5% since the previous year



### Key Industries:

Healthcare & Social Assistance 19.3%

Retail 10.6%

Education & Training 10%

Agriculture, Forestry & Fishing 8%

Construction 8.6%

Manufacturing 7.7%

Accommodation & Food Services 6.7%

# Our Values

## Integrity

We act with integrity and build trust with our regional stakeholders to lead change in Wide Bay Burnett.



## Innovation

We strive to continuously improve how we serve the region through our creativity and problem solving.



## Diversity and Inclusion

We recognise that diversity is a key strength of our region and organisation.

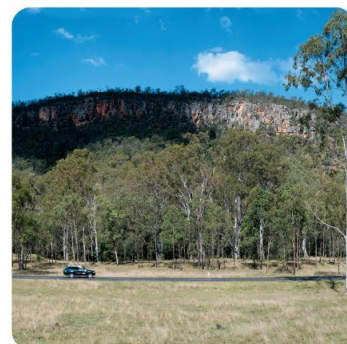
We have a diverse spectrum of talent in our team and every perspective strengthens us.



## Proactive

Our best work is by design, and we deliver with purpose.

We proactively seek opportunities to collaborate to elevate the success of the region and our team.



# Our purpose, vision and strategic drivers

## Purpose

Our purpose is to support economic growth, workforce development and investment in the region and inform government about local challenges, opportunities and solutions.

We work in close partnership with all levels of government, a diverse range of private sector industries, community organisations and other RDA committees across Queensland and Australia.

## Vision

Our vision is to support the growth of a strong, confident and vibrant region by engaging with stakeholders, connecting them with opportunities and delivering regional solutions that leverage our assets and strengths.

Our vision is built on the recognition that our local communities are in the best position to understand the challenges, priorities and opportunities in Wide Bay Burnett.

## Strategic Drivers

We proactively engage with our regional stakeholders and collaborate with all levels of government, business and community to lead change and facilitate growth.

We connect regional stakeholders to genuine opportunities that improve the liveability and economic sustainability of our region.

We add value to strategic planning undertaken by governments and regional leaders and collaborate to deliver sustainable outcomes and benefits.

## Our Strategic Priorities

1. Coordinate across all levels of government, community and the private sector to facilitate trade and investment opportunities
2. Grow a skilled, adaptable and diverse workforce.
3. Facilitate regional collaboration by bringing regional leaders and stakeholders together to identify priorities and develop local solutions.
4. Harness emerging opportunities and technology to position the region for economic growth.
5. Strengthen RDA WBB's organisational performance through contemporary governance and best practice.

# Regional Investment Framework

RDA WBB's strategic priorities have been developed and aligned with the Australian Government's Regional Investment Framework:

	Australian Government Regional Investment Framework				RDA WBB Service Agreement
	Investing in Services	Investing in People	Investing in Places	Investing in Industry and Local Economies	Better Practice Guide + Governance Audit Implementation
RDA WBB Strategic Priorities	1. Coordinate across all levels of government, community and the private sector to facilitate trade and investment opportunities.	2. Grow a skilled, adaptable and diverse workforce.	3. Facilitate regional collaboration by bringing regional leaders and stakeholders together to identify priorities and develop local solutions.	4. Harness emerging opportunities and technology to position the region for economic growth.	5. Strengthen organisational performance through contemporary governance best practice.



## REGIONAL DEVELOPMENT AUSTRALIA WIDE BAY BURNETT STRATEGIC PLAN 2022 - 2025

REGIONAL INVESTMENT FRAMEWORK	Investing in Services	Investing in People	Investing in Places	Investing in Industry and Local Economies	Better Practice Guide + Governance Audit Implementation
STRATEGIC PRIORITIES	1. Coordinate across all levels of government, community and the private sector to facilitate trade and investment opportunities.	2. Grow a skilled, adaptable and diverse workforce.	3. Facilitate regional collaboration by bringing together regional leaders and stakeholders to identify priorities and develop local solutions.	4. Harness emerging opportunities and technology to position the region for economic growth.	5. Strengthen organisational performance through contemporary governance and best practice.
ACTIONS	1.1 Collaborate with government, industry and community to facilitate new investment into the region.	2.1 Lead Regional Jobs Committees in Bundaberg and Fraser Coast, to support regional workforce priorities.	3.1 Ensure the voices of Wide Bay Burnett have a strong voice to government.	4.1 Support industry to adopt decarbonisation transformation strategies to reduce supply chain emissions, support local jobs and create a cleaner future.	5.1 Embed foundations of contemporary best practice to strengthen governance and organisational performance.
	1.2 Build the capacity and readiness of businesses and industry to create new partnerships, innovate and diversify into new markets.	2.2 Lead and coordinate efforts across business, industry, the community and government to support workforce priorities across the region.	3.2 Identify and advocate for key enabling infrastructure to drive economic development in the region.	4.2 Facilitate investment into digital infrastructure and new technologies that support the growth of business and industry.	5.2 Build and maintain an outcome focussed organisation with a highly engaged and skilled workforce.
	1.3 Connect businesses to advisory, industry, government experts, resources and opportunities to increase capability, innovation, best practice, sustainability and profit.	2.3 Support school to work transitions, coordinating with business, industry, the community and government to build a future pipeline of skilled and adaptable workers.	3.3 Promote regional awareness of government policies, grant programs and research opportunities.		