



# Townsville Chamber of Commerce

Making Business Connections

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Queensland Regionalisation Strategy  
C/- Dept. Local Government and Planning  
PO Box 15009  
City East Q 4002

9 September 2011

Dear Sir,

## **RE: Submission on Queensland Regionalisation Strategy**

The Townsville Chamber of Commerce appreciates the opportunity to provide this submission on the *Draft Queensland Regionalisation Strategy* ('the Strategy'). The Chamber welcomes the Strategy and its purpose to encourage regional growth opportunities and regional economic development.

A targeted regionalisation approach is considered essential to ensure opportunities are maximised and value is realised in terms of investment in strategies and actions within a region.

To that extent, the Chamber strongly encourages the alignment and incorporation of outcomes proposed in the Townsville Futures Plan within the Regionalisation Strategy.

The Futures Plan seeks to maximise Townsville's potential and, importantly, elevate the role that the City plays in the State's future, whilst the Regionalisation Strategy looks to leverage the benefits of growth across the state. We believe that the success of the Strategy for our region is intrinsically linked to that of the Futures Plan.

The competitive advantage of the City and the North Queensland region is well recognised. Townsville is centrally located to the identified Queensland Economic zones for minerals, agriculture and tourism and has strong research and development capacities in areas of tropical living, health and clean energy to assist in diversifying economies beyond the historic sectors of the North.

While the competitive advantage is recognised and encouraged in the Futures Plan, it is not carried through clearly within the Strategy.

Rather than fragmenting efforts, the Chamber encourages emphasis within the Strategy on the provision of strong network connections and investment in strategies and actions for the North Queensland region to ensure objectives of the Futures Plan are achieved.

The Chamber is concerned that the document remains non-binding and is not supported by active strategies that will give effect to early implementation. It remains subject to the collective good-will of all stakeholders over an undetermined period of time.

To ensure appropriate and effective implementation, we believe the Strategy should include the same immediate action suggested by the Chamber for the Futures Plan, namely the commitment of funding for the engagement of an Implementation Officer on a fixed tenure for the duration of the Strategy. The Officer would oversee and report on the achievement of actions to support the Strategy, as well as ensure appropriate linkages with the Futures Plan, within nominated timeframes.

Townsville's readiness for growth provides an immediate opportunity to realise value in the investment in strategies and actions perhaps not so achievable at other locations.

We trust this submission is of assistance and would welcome the opportunity to expand on it with you should you require.

The Chamber looks forward to continuing an active role in the roll out of the Strategy.

Yours Faithfully,

A handwritten signature in black ink, appearing to read 'Marie-Claude Brown', written in a cursive style.

MARIE-CLAUDE BROWN  
Executive Officer

cc: [waytogrow@qld.gov.au](mailto:waytogrow@qld.gov.au)