We, the Whitsunday Regional Council acknowledge the traditional owners of this land and pay our respects to their elders, past and present and all Aboriginal and Torres Strait Islander peoples living in our community today.

For further information contact:

Bowen Customer Service Centre  
Cnr Herbert and Powell Streets  
Bowen QLD 4805  
Ph: (07) 4761 3600

Collinsville Customer Service Centre  
Cnr Stanley and Conway Streets  
Collinsville QLD 4804  
Ph: (07) 4785 5366

Proserpine Customer Service Centre  
83-85 Main Street  
Proserpine QLD 4800  
Ph: (07) 4945 0200  
Fax: (07) 4945 0222  
Postal: PO Box 104 Proserpine QLD 4800  
Web: www.whitsunday.qld.gov.au  
Email: info@whitsundayrc.qld.gov.au
Dear Whitsunday Residents,

It is with pleasure that I present to you the Whitsunday Regional Council Community Plan: 2011-2021: ‘Our Conversation with Our Community’.

Our Community Plan articulates the needs, desires, aspirations and visions of the Whitsunday region. The plan outlines our priorities for the next ten years; a result of our conversations with you. I would like to thank the community for being part of the formulation of the Community Plan, the information that you have provided has been pivotal to the success of our Community Plan.

Council’s vision is to ensure that we create a region that is strong, resilient and sustainable and as such is seen to be the region where people want to live, work, play and invest. I personally believe that our Community Plan delivers this vision.

It is intended that this plan will be an evolving document to ensure that it accurately reflects the views and aspirations of our diverse and ever changing community; it values the collective voices of our diverse region. The Community Plan should be read in conjunction with both the Corporate and Operational Plans.

I thank our Community Planning team for their tireless efforts in preparing this plan. The outcomes reflect the commitment and professionalism of our Council staff and this team is to be congratulated!

I look forward to continuing the conversations with you all and welcome your involvement in the implementation of the Whitsunday Regional Council Community Plan 2011-2021: ‘Our Conversation with Our Community.’

Mike Brunker
Dear Whitsunday Residents,

I welcome the completion of the Whitsunday Regional Council Community Plan 2011-2021: ‘Our Conversation with Our Community’ and thank you for participating in the community consultation sessions that were held across the region. The consultation process has received overwhelming support and your involvement is greatly appreciated.

Since amalgamation, Council has undertaken extensive work consolidating the policies, procedures and operations of the former Bowen and Whitsunday Shire Councils. The development and completion of the Community Plan will further enhance the steps required to bring the Whitsunday region together as one region with a combined vision. The Community Plan will be instrumental in informing Council’s business over the next ten (10) years by forming statutory links to the Corporate and Operation Plan and Budget. I believe that this Community Plan accurately reflects Council’s vision of developing a strong, resilient and sustainable region whereby we encourage people to live, work, play and invest.

Since consultation started on 14 February 2011, Council has endeavoured to respond to the ever changing needs of our community. Ideas raised and recorded from our numerous community consultation sessions have already been progressed as part of Council’s core business.

I look forward to your continued support and welcome your participation in the implementation of the Community Plan.

John Finlay
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Published by Zest Design.
Whitsunday Regional Council would like to thank the following for photographic contribution to this publication: DW Photo, R&R Digital, Katherine Bowers Photography, Whitsunday, wheeliedesigns.com, Tourism Whitsunday, Enterprise Whitsunday, Department of Environment and Resource Management, Whitsunday Transit and Airlie Beach Hotel.
Whitsunday Regional Council

is committed to providing our community:

• leadership in delivering decisive representation within consistent and effective decision making processes.

• openness and accountability by operating as an open and accountable body, towards achieving key outcomes for the community.

• communications and engagement by encouraging open and effective information sharing processes and opportunities.

• lifestyle and environment by promoting the region’s natural and developed attributes to enhance the quality of life within the community.

• value for money, efficiency and outcomes through comprehensive planning, delivering and regular monitoring of all services to achieve desired outcomes for the community.

• creativity and Innovation through proactive leadership, encouraging and acknowledging new ideas, technologies, industries and opportunities towards a sustainable and prosperous future.

Our Conversation with Our Community is a long term planning tool that will be utilised to influence existing corporate and operational planning mechanisms, current and future governance arrangements and Council policies and procedures.
Our Vision

Our Future:

Our shared vision is for a region that:

- is well governed and financially sustainable;
- promotes sustainability and long term sustainable development;
- has the infrastructure that we need to meet our ever changing needs both now and in the future;
- promotes and preserves our culture and our history;
- protects our past, but promotes our future;
- is vibrant, safe and inviting;
- protects our precious natural resources and environment;
- is proactive, healthy and encourages participation in physical activity;
- has the infrastructure and facilities which promote and encourage a healthy and active lifestyle;
- is accessible by all and promotes inclusivity;
- has access to government services and opportunities;
- is proud of its identity and its people; and
- is built around sustainable planning principles and outcomes.
Why do we need a Community Plan?

In 2009, the Local Government Act (the Act) came into effect and committed all Councils to engage in a consultation process that resulted in the formulation of a long term Community Plan.

Section 104 (4) of the Act outlines that each local government authority in Queensland is required to have a Community Plan that outlines:

(a) the local government’s goals, strategies and policies for implementing the local government’s vision for the future of the local government area, during the period covered by the plan; and

(b) covers a period of at least 10 years after the commencement of the plan.

Our Conversation with Our Community

Whitsunday Regional Council has welcomed the opportunity to formulate a Community Plan that reflects the Whitsunday communities’ vision for the next ten (10) years. Whitsunday Regional Council used the development of the Community Plan as a unique opportunity to ascertain the viewpoints of all residents in the Whitsundays and to help direct those communities towards their longer term vision and their future. The title, Whitsunday Regional Council Community Plan 2011-2021: Our Conversation with Our Community was adopted to signify that the Community Plan was a genuine attempt to promote and enable conversations between Council and our community.

The aim of the Whitsunday Regional Council Community Plan is to:

- reflect the views of the Whitsunday community in the long term planning process, which will identify and make known the shared aspirations and visions for the region over the next ten (10) years;
- engage the community in a process that accurately identifies the current and future issues facing the community, both locally and regionally and to set out a series of strategies and actions to address these issues;
- prioritise outcomes arising from the Community Plan process and incorporate these actions into existing operational and corporate planning mechanisms; and
- develop a strong, resilient and sustainable region.

The development of the Community Plan commenced with the establishment of the Community Plan team, followed by extensive consultation and community engagement in accordance with the principles of the International Association for Public Participation (IAP2) framework. The foundations of this methodology are based around interested stakeholders having a role and influencing the decision making process by ensuring that extensive consultation is undertaken as part of the community engagement process.
Community Engagement

Process

The following diagram outlines the community engagement process that was utilised in the formulation of the Community Plan.

As part of the consultation process, individuals, groups, organisations and businesses were given the opportunity to engage with Council and outline their vision for the future. Community engagement methods included:

- Literature Review
- Consultation & Engagement
- Data Collation
- Validation
- Community Plan Launch
- Implementation & Review

For further information and to review the findings of the consultation sessions that were held in the region, go to Council's website and download your copy of the Community Plan Community Consultation and Engagement Report.

www.whitsundayrc.qld.gov.au
In the heart of tropical North Queensland, the Whitsundays provide the perfect opportunity to experience some of the world's best reefs, rainforests and rural living. Home to one of the Seven Wonder's of the World, the Great Barrier Reef, as well as the magnificent 74 Whitsunday Islands, Peter Faust Dam, Collinsville Coalface Museum and Gray's Bay there is lots to explore in our piece of paradise.

In March 2008, the former Bowen and Whitsunday Shires amalgamated to form the Whitsunday Regional Council. The region encompasses a total land area of 23,862km² and includes the major centres of Airlie Beach, Bowen, Collinsville and Proserpine. The region is diverse in nature and each of our communities has its own individual character that helps to make this region so renowned and such a wonderful place to live.

Over the next ten (10) years, the Whitsunday region is predicted to experience considerable growth given the diverse nature of our economy and developments proposed at the Port of Abbot Point, the State Development Area and mining expansion in the greater Bowen and Galilee basins. Major industries in the region include; agriculture, aquaculture, fishing, grazing, horticulture, mineral extraction, power, salt production and tourism.

The Draft Mackay, Isaac and Whitsunday Regional Plan outlines that over the next 20 years, the Whitsunday region will welcome approximately 20,000 new residents. It is the responsibility of Council to ensure that development and growth is managed and impacts can be monitored and appropriately managed.

**Airlie Beach**

Airlie Beach is the gateway to the Whitsunday Islands, a colourful, cosmopolitan and inviting holiday town lying on the shores of a palm fringed beach and overlooking the calm waters of Pioneer Bay. Airlie is part of a picturesque peninsula that reaches out to the Whitsunday Passage and provides the ideal mainland base for holiday fun and adventure in the Whitsundays.

As you drive into Airlie Beach through the neighbouring community of Cannonvale the road climbs above Abel Point Marina, providing expansive views of the coastline, the aquamarine sea and distant islands on the horizon. You can’t avoid the holiday feeling that the scene evokes, nor the relaxed tropical ambience as you wonder around the village streets and down to the lagoon. Set in landscaped parkland overlooking the bay, the Airlie Beach Lagoon provides stinger free swimming with lifeguard attendants and a children’s pool.
Bowen

Located approximately 65 kilometers North of Proserpine is the town of Bowen. There is plenty to see and do in Bowen such as; strolling along the beautiful sandy beaches, viewing magnificent murals displaying Bowen’s history, enjoying one of the many bush walks around the bays, wondering up Flagstaff Hill to take in the magnificent views, visiting the Interpretive centre and cafe or simply soaking in the beautiful northern sunshine and blue waters. In 2007, Bowen became the centre point for the filming of Baz Luhrmann’s epic movie, ‘Australia’.

Bowen is the administrative hub for northern area of the Whitsunday region and houses critical infrastructure and government services such as a rail station, airport (utilised by the horticulture industry), high school, TAFE, hospital and other vital community services.

Collinsville

Located 87 kilometres south-west of Bowen, Collinsville, is a mining town in the coal-rich upper Bowen Basin. Built on a rich and continued history of mining and grazing, Collinsville is the gateway to the Bowen and Galilee Basins and associated coal reserves. A number of new coal mines are scheduled to open in the Collinsville area in the coming years.

A privately owned Power station is also located on the outskirts of Collinsville.

Proserpine

Located approximately 26 kilometres inland from Airlie Beach on the Bruce Highway, Proserpine is built on its 19th Century foundations of the sugar and cattle industries. The town has an operational sugar mill and during the winter months the evening skies are often lit up with the spectacle of massive cane fires.

As the administrative hub for the southern area of the Whitsunday region Proserpine houses critical infrastructure and government services such as a rail station, airport for scheduled jet services by commercial carriers, high school, hospital, entertainment centre and other vital community services.

Located upstream from Proserpine is Lake Proserpine, or as it’s better known, Peter Faust Dam. It’s an ideal spot for watersports and freshwater fishing, and is home to the illusive Barramundi.
Port of Abbot Point

Situated approximately 25 kilometers North of Bowen, the Port of Abbot Point is Australia’s most northerly coal port. The existing Abbot Point Coal Terminal comprises a rail in-loading facility, coal handling and stockpile areas, and a single trestle jetty and conveyor system connected to a berth and shiploader, located approximately 2.75 kilometers offshore.

Located adjacent to the Abbot Point State Development Area (APSDA), the Port of Abbot Point is currently undergoing major expansion works given the mining growth in the Bowen and Galilee Basins. Initial expansion works are due to be completed by 2011 and will take the export capacity of the Port to 50 million tones per annum. Further expansion works of the Port include the following:

• development of the T2 and T3 terminals;
• further development of the T4-7 terminals; and
• development of the Multi Cargo Facility (MCF).

Over the next 10 to 15 years annual investment on port infrastructure at Abbot Point will exceed $1 billion per year and will see the Port of Abbot Point become one of Australia’s largest ports.

Abbot Point State Development Area

The Abbot Point State Development Area was declared in June 2008, providing approximately 16,230 hectares and land for the establishment of large scale industrial development, including infrastructure corridors and essential infrastructure, while recognizing and protecting environmental, community and cultural values.

Located approximately 20 kilometres West of Bowen, the Abbot Point State Development Area offers the following advantages:

• access to an existing deepwater port facility;
• access to existing transport links such as the Bruce Highway and rail infrastructure;
• appropriately located away from existing urban areas.

The establishment of Abbot Point and the State Development Area as a major industrial hub for large-scale industries is a commitment by the Queensland Government to develop mining, mineral processing and industrial development over the next 50 years in accordance with the Northern Economic Triangle Infrastructure Plan 2007-2012.
as at 30 June 2011, the estimated resident population in the region was 34,765 persons.

at the time of the 2006 Census, 1,129 persons stated they were of Aboriginal or Torres Strait Islander descent.

between 2005-2010, the annual growth rate in the region was 2.6 percent, compared with 2.5 percent for the State.

the majority of our region’s residents are aged between 25-44 years.

projections indicate that the estimated resident population for the year 2021 will be 46,008 persons, with an annual average growth rate of 2.2 percent.

between 2005-2006, the total value of agricultural production in the region was $336 million. Crops accounted for $278.2 million, livestock accounted for $57 million and livestock products accounted for $900,000.
Our Community Plan

The Community Plan has provided Council with the opportunity to develop, maintain and strengthen partnerships with all stakeholders in our community - from individuals to local businesses and government agencies, all members of the community have had the opportunity to provide input into the formulation of the Community Plan.

The Community Plan logo represents each of the elements of the official Whitsunday Regional Council corporate logo and was designed to emphasise the importance of the conversation that Council had with the community in uniting our four (4) distinctive communities into one shared vision and goal.

The elements of the Community Plan logo include:

<table>
<thead>
<tr>
<th>Colour</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue/Aqua</td>
<td>the different and ever changing colours of our tropical ocean and sky;</td>
</tr>
<tr>
<td>Pink</td>
<td>the vibrant colours of the coral and reefs;</td>
</tr>
<tr>
<td>Green</td>
<td>the rolling cane fields of the local sugar industry, the richness of the</td>
</tr>
<tr>
<td></td>
<td>vibrant horticulture industry, the rainforest, coastal mountain ranges and</td>
</tr>
<tr>
<td></td>
<td>Whitsunday islands;</td>
</tr>
<tr>
<td>Yellow</td>
<td>the sunshine and sand; the iconic mango and various types of produce;</td>
</tr>
<tr>
<td>Orange</td>
<td>the rich earth found in the inland parts of the region and the cattle</td>
</tr>
<tr>
<td></td>
<td>industry (found on our t-shirts); and</td>
</tr>
<tr>
<td>Black</td>
<td>the mining and heavy industry found in the Bowen basin and Collinsville.</td>
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</tbody>
</table>
Our vision for our Future 2011-2021
Our Economy
Our vision is to pursue the promotion, creation and enhancement of new and existing economic, social and cultural opportunities for all residents and visitors in the Whitsunday region.

In our conversations you stated Council should:

- undertake further work with the State government, the mining and resources sector and the community to attract and retain a sustainable permanent resident population in our region;
- encourage growth and sustainable diversification of industries in our already existing centres;
- encourage growth and sustainable diversification of industries at the Abbot Point State Development Area and the Port of Abbot Point;
- promote our region as one that supports and encourages investment in renewable and sustainable energies and industrial land uses;
- undertake an inclusive approach to consultation with the community to ensure that development meets the expectations and needs of the community whilst still remaining as a place to invest for investors;
- increase accessibility to the region;
- take the necessary steps in order to encourage commercial, industrial and rural development and diversification in the region;
- support the diversification of the skills base within the community and ensure that sufficient opportunities are available for higher education and skill development of residents;
- promote opportunities for population, infrastructure and business growth.
Council needs to consider:

- strength of our region’s economy;
- diversification of our economy to progress our region into the future;
- the function of economic development in the Whitsunday region;
- development of industrial development and renewable energy alternatives;
- projects that help sustain and make our economy stable and sustainable;
- promote, enhance and support existing and future businesses and opportunities;
- employment and investment and attraction opportunities.

Council will deliver your vision by:

- advocating for the development of an Investment Attraction Strategy for the region in conjunction with relevant key stakeholders and Council’s collaborative partners;
- advocating the Whitsundays as the region to live, work, play and invest;
- advocating for a range of affordable housing options in the region;
- preparing a strategic plan for the Whitsunday Coast Airport;
- preparing a master plan for the Whitsunday Coast Airport;
- reviewing the function of economic development in the region;
- promoting economic growth and stimulus in the region by both the private sector and all spheres of government;
- pursuing funding and investment attraction opportunities;
- supporting the enhancement and promotion of the Made in the Whitsundays brand;
- continuing to develop and enhance already existing collaborative working relationships with both the State and Federal government;
- advocating and promoting mining and industrial developments to house permanent workforces in the Whitsunday region;
- advocating for renewable and sustainable energy options in the region;
- developing a consultation and engagement strategy that outlines a best practice approach to both statutory and non-statutory consultation undertaken by Whitsunday Regional Council.
Tourism

Our vision is to pursue in conjunction with tourism agencies and bodies the promotion and enhancement of existing tourism operations and the creation of new tourism opportunities.

In our conversations you stated Council should:

• maintain and develop a focus of integrated tourism within the region including the promotion of the region as a tourism destination;
• understand, monitor and mitigate the negative impacts associated with industrial development on the tourism industry;
• understand, monitor and mitigate the negative impacts of infrastructure (such as water discolouration) on the tourism industry;
• enhance, maintain and develop opportunities and facilities for tourists and residents in the region including an indigenous cultural/interpretive centre, land based tourism opportunities, heritage based tourism, art galleries, golf course, movie theatre, bowling alleys, facilities for RV’s, caravans, campervans and the like;
• increase accessibility to the region by lobbying airlines to invest in increased flight availability to the region and for State and Federal Governments to invest in the flood proofing of the Bruce Highway;
• encourage and support the diversification and commencement of industrial and rural based land use tourism opportunities;
• encourage and promote further investment in the region through public private partnerships.
Council needs to consider:

- the importance and value of tourism to our region;
- an integrated approach to tourism across the region;
- maintaining and developing opportunities;
- promoting tourism opportunities;
- promoting and enhancing the capacity and capabilities of existing tourism operators and agencies;
- encouraging the diversification of the tourism industry.

Council will deliver your vision by:

- advocating for the development of a regional Destination Marketing Strategy in collaboration with our key industry partners and stakeholders;
- advocating for increased accessibility to the region;
- promoting and advocating for inclusive tourist planning including tourist infrastructure;
- upgrading critical regional infrastructure such as water and sewerage treatment plants;
- managing both off street and on street parking to ensure the availability of car parking for residents and tourists;
- undertaking a review of regional information facilities including the dissemination of tourist information within and outside the region;
- undertaking a review of the structure and funding arrangements of the various tourism bodies in the region;
- promoting, encouraging and advocating for new tourism opportunities and ventures in the region;
- reviewing interpretative and visitor signage in the region;
- undertaking in collaboration with our key industry partners and stakeholders a review of regional convention and entertainment facilities;
- upgrading critical regional infrastructure such as water and sewerage treatment plants.
Our vision is to enhance and support existing and create new agricultural industries and opportunities in the region.

In our conversations you stated Council should:

- ensure that planning outcomes do not negatively impact upon or inhibit legitimate agricultural land uses from occurring on rural lands;
- continue supporting the agricultural industry and encourage the diversification of the industry, through value adding technologies to ensure its long term sustainability and viability;
- undertake an inclusive approach to consultation with the agricultural industry and community to ensure that development meets the expectations and needs of the community whilst protecting and maintaining good quality agricultural and strategic cropping land to ensure the longevity and sustainability of the agricultural industry;
- ensure that the agricultural industry is protected from the impacts of industrial development.
Council needs to consider:

- maintaining and developing opportunities for the agricultural industry;
- the importance of the agricultural industry and its significance as a major local and state industry;
- diversification of crops and the associated economic impacts;
- protection of good quality agricultural and strategic cropping land from the impacts of future land uses;
- skilled labor shortages and the implications and impacts of this on the industry and its long term viability;
- promoting and supporting sustainable and appropriate value adding opportunities to increase the economic viability of farming operations;
- advocating for and securing additional water resources to allow for the diversification of the agricultural industry.

Council will deliver your vision by:

- completing the Rural Lands Use Study;
- supporting, encouraging and advocating for the diversification of the agricultural industry;
- ensuring consistent planning outcomes that protect good quality agricultural and strategic cropping land from land uses and infrastructure which limit or restrict these lands for legitimate agricultural purposes;
- promoting and encouraging value-adding technologies and facilities to establish in the region;
- supporting and advocating for alternative water source projects for the region;
- monitoring, managing and mitigating the impacts associated with industrial development on the agricultural industry;
- promoting and encouraging the supply of locally grown fruit and vegetables in the region.
## IMPLEMENTATION PLAN: Our Economy

<table>
<thead>
<tr>
<th>Task</th>
<th>1-3 years</th>
<th>4-7 years</th>
<th>8-10 years</th>
<th>Ongoing</th>
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<td>Advocating for the development of an Investment Attraction Strategy for the region in conjunction with relevant key stakeholders and Council’s collaborative partners.</td>
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<td>Supporting the enhancement and promotion of the Made in the Whitsundays brand.</td>
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<td>Continuing to develop and enhance already existing collaborative working relationships with both the State and Federal government.</td>
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<td>Developing a consultation and engagement strategy that outlines a best practice approach to both statutory and non-statutory consultation undertaken by Whitsunday Regional Council</td>
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<td>Advocating for the development of a Regional Destination Marketing Strategy in collaboration with our key industry partners and stakeholders.</td>
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<td>Advocating for increased accessibility to the region.</td>
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<td>Undertaking in collaboration with our key industry partners and stakeholders a review of regional convention and entertainment facilities.</td>
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<td>Upgrading critical regional infrastructure such as water and sewerage treatment plants.</td>
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<td>Completing the Rural Lands Use Study</td>
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<td>Supporting, encouraging and advocating for the diversification of the agricultural industry.</td>
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<td>Supporting and advocating for alternative water source projects for the region.</td>
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<tr>
<td>Monitoring, managing and mitigating the impacts associated with industrial development on the agricultural industry.</td>
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<tr>
<td>Promoting and encouraging the supply of locally grown fruit and vegetables in the region.</td>
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</table>
Our Infrastructure
Our vision is to provide environmentally acceptable, cost effective and quality water and sewerage infrastructure in the region.

**In our conversations you stated Council should:**
- deliver and provide an appropriate, clean and reliable water service to residents in serviced areas in the region;
- advocate for and help to secure an alternative water source in order to facilitate heavy industry and agricultural development in the region;
- deliver and provide appropriate and reliable water and sewerage infrastructure in the region.

**Council needs to consider:**
- supply of quality water for residential purposes;
- supply of water for industrial and commercial developments and agricultural purposes;
- introduction of fluoride in drinking water;
- risks associated with water discolouration and the impacts on local residents and the tourism industry;
- supply of sewerage infrastructure.

**Council will deliver your vision by:**
- delivering water treatment plants in the region by 2013 in Bowen and Proserpine;
- undertaking major upgrades to the Bowen, Proserpine and Cannonvale sewerage treatment plants;
- investigating the feasibility of a regional storm water management plan;
Our vision is to plan for, provide and maintain cost effective road and transport infrastructure in the region.

In our conversations you stated Council should:

- maintain acceptable and adequate levels of service for the provision of roads and transport in the region;
- promote and advocate for residents to be active and healthy;
- advocate for the flood proofing of the Bruce Highway in the region;
- advocate for the upgrade of the Bruce Highway in the region;
- improve rural roads in the region;
- plan for efficient and connected cycle paths and footpath networks;
- plan for efficient and accessible public transport networks;
- review alternative access routes from our major centres in times of crisis or extreme weather events;
- increase the availability of car parking in the region;
- increase the availability of car parking in the region for tourists;
- provide rate payers with opportunities for free parking;
- promote alternative modes of transport for freight and logistics in the region.
Council needs to consider:

- implications of the Bruce Highway on access and connectivity;
- impacts of heavy industry haulage on our roads;
- improved roads and access;
- improved and connected cycle and footpath networks;
- efficient and reliable public transport system;
- improved access and mobility;
- connectivity of our region.

Council will deliver your vision by:

- developing a regional car parking strategy;
- investigating and undertaking a regional accessibility strategy;
- exploring opportunities to integrate Active Healthy Communities principles into the Whitsunday Regional Council Planning Scheme;
- ensuring cycle and footpaths are integrated into new and existing residential areas that link to existing facilities and social infrastructure;
- reviewing Council's Disaster Management Plan;
- advocating for flood proofing of the Bruce highway;
- developing a regional cycle and footpath strategy;
- advocating and planning for increased public transport use;
- developing a regional storm water management plan;
- advocating for alternative modes of transport for freight and logistics other than the Bruce Highway;
- encouraging and advocating for road safety initiatives.
Our vision is to plan for, provide and maintain accessible and inclusive parks and gardens in the region.

In our conversations you stated Council should:

- plan for, improve and further develop park, recreation and open space facilities and opportunities in the region;
- ensure access and inclusivity to parks, recreation and open space areas in the region;
- ensure that park, recreation and open space facilities are safe and secure;
- consider developing parks, recreation and open space facilities that are age appropriate and meet the diverse and ever-changing needs of the community (infants, youth, adolescence, people with a disability and the like);
- give greater attention to beautification of the region especially entrance statements;
- promote and encourage community and edible gardens in both private and public spaces;
- consider more landscaping in our town centres and higher density areas to ensure that our region is kept beautiful;
- ensure that the Whitsunday region is kept green, natural and beautiful.

Council needs to consider:

- beautification of our town centres and entry statements;
- park, recreation and open space facilities that are planned for and sequentially developed;
- age appropriate and usable public spaces are developed that promote and create a healthy and active community;
- the development of cost effective, safe and secure park, recreation and open space facilities;
- facilities to promote and ensure a healthy and active community;
- increased landscaping in the regions private and public spaces.

Council will deliver your vision by:

- preparing a long term beautification strategy for the region (including the integration of Healthy Active Communities planning principles);
- developing a coastal hazard adaption plan for the region;
- preparing an open space and recreation strategy;
- developing a regional cycle and foot path strategy;
- explore opportunities for the development of infrastructure and programs to enhance park usage, with a specific focus on the needs of special population groups.
- completing the Whitsunday Regional Council Planning Scheme.
Social and Community Infrastructure

Our vision is to plan for, provide and maintain acceptable levels of infrastructure for the region to help meet the diverse and ever-changing needs of our community.

In our conversations you stated:

Council should:
- advocate for the community to have greater access to health, community, education and justice services;
- advocate for the provision of infrastructure to help meet the diverse needs of our ever-changing community;
- advocate for tourists and residents to have greater access to the region;
- advocate for private investment in infrastructure in the region;
- ensure that infrastructure is provided in a timely manner in order to cater for population growth;
- advocate for better access to telecommunication and broadband access;
- develop a social infrastructure fund to support the community in order to help mitigate the impacts of industrial and population growth;
- address the issues associated with the build up of sand in the Don River and the subsequent potential impacts this may have on adjoining residents in the wet season and during storm and weather events.

Council needs to consider:
- telecommunications;
- underground power;
- community safety;
- provision of State Government infrastructure;
- emergency services;
- regional Infrastructure Plan and a Social Infrastructure Fund;
- provision of infrastructure to cater for growth.

Council will deliver your vision by:
- advocating for State and Federal governments to invest in the provision of essential services and infrastructure and ensure royalties are spent in our region;
- developing a Regional Infrastructure Plan and a Social Infrastructure Fund;
- completing an open space and recreation plan;
- completing a coastal hazard adaption plan;
- completing a storm water management plan for the region;
- planning and advocating for infrastructure to be provided in a timely manner in order to cater for growth;
- implement recommendations from the Healthy Active Plan;
- pursuing future opportunities to obtain funds and grants and other economic stimulus.
### IMPLEMENTATION PLAN: Our Infrastructure

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Airlie Beach Lagoon, Airlie Beach, Whitsundays
Planning Our Community
Strategic Planning

Our vision is to plan for and develop a region that is sustainable whilst maintaining and providing appropriate development opportunities in the region.

In our conversations you stated Council should:

• be committed to developing strong, resilient and sustainable communities;
• be committed to ensuring operational workforces associated with mining and industrial developments reside in the region;
• be committed to protecting public open space;
• consider the impacts associated with coastal development and the impacts of storm surge and climate change;
• ensure that emphasis is placed on developing a healthy and active community where connected and walkable communities are created;
• ensure development is sequential, contained and a natural extension of the existing urban footprint;
• plan for appropriately located commercial, residential and industrial development;
• encourage the use of green technologies and ensure strategic planning considers the impacts of climate change and sea level rise;
• encourage our community to grow;
• enhance our existing towns and centres, whilst maintaining a current sense of place with limited impact on the existing urban fabric and the way our towns and centres currently feel;
• be committed to integrated and sustainable planning outcomes;
• promote, protect and maintain key vistas and areas of significance to our community;
• ensure that long term planning achieves accessibility to all members of the community;
• ensure that the provision of infrastructure is provided in a timely manner to meet the needs of the community.
Council needs to consider:

- growth management;
- development outcomes are accessible and inclusive to all members of the community;
- sustainable integrated planning outcomes are achieved through the use of ecologically sustainable development principles;
- weather events, flooding and the impacts of climate change;
- emphasising the importance of strong, resilient, happy and healthy communities and region;
- protection and enhancement of key vistas and environmentally significant areas;
- infrastructure planning and delivery;
- housing affordability.

Council will deliver your vision by:

- completing the Whitsunday Regional Council Planning Scheme;
- providing the timely supply and delivery of critical social and community infrastructure;
- advocating for a range of affordable housing options in the region;
- promoting and further developing the Whitsunday region as a healthy and active community;
- further developing and enhancing existing and establishing new relationships with key stakeholders (private enterprise, industry and state and federal governments) to ensure that the approach to planning supports and develops strong, resilient and sustainable communities;
- appropriately planning for future developments so as to mitigate the impacts of climate change and weather events;
- completing the Storm Tide Study.
Our vision is to plan for and develop a strong, resilient and sustainable region.

In our conversations you stated Council should:

- ensure that development protects our heritage and our past whilst still allowing new developments to progress;
- ensure that the built form takes advantage of our climate and our weather;
- ensure that our built environment is accessible to all, connected and safe;
- ensure that viable agricultural land is protected whilst still promoting economic and population growth in the region;
- ensure that planning outcomes are consistent and in line with the objectives of the planning scheme;
- ensure that planning outcomes are reflective of a best practice approach to planning and development;
- ensure that a proactive approach is taken towards compliance of both approved and unlawful developments;
- ensure that where possible, mixed use developments are encouraged.

Council needs to consider:

- protecting heritage buildings and other elements of social and cultural significance;
- the principles of ecologically sustainable development;
- protection of good quality agricultural land;
- the implications of land use and development assessment;
- the built form and ensure it is designed and constructed to take advantage of our climate and weather;
- consistent planning outcomes;
- development compliance.

Council will deliver your vision by:

- completing of the Whitsunday Regional Council Planning Scheme;
- ensuring that our planning decisions are reflective of a best practice approach to planning by ensuring that they are comprehensive, efficient, inclusive, informative, integrated, logical and transparent;
- explore opportunities to incorporate active healthy community principles into Council planning.
**IMPLEMENTATION PLAN: Planning Our Community**

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Our Natural Environment
Our vision is to plan for, develop, protect and enhance the lifestyle and well being of our residents and our environment.

In our conversations you stated Council should:

• provide the community with a kerbside domestic recycling service;
• protect our key vistas and areas of environmental significance;
• be environmental stewards;
• protect our waterways;
• reduce impacts on the Great Barrier Reef;
• promote the use of green technologies and renewable energies;
• be committed to reducing our carbon footprint.

Council needs to consider:

• integrated and sustainable planning outcomes;
• the economic viability and environmental impacts of a recycling service in the region;
• principles of water sensitive urban design;
• principles of ecologically sustainable development.

Council will deliver your vision by:

• completing the Whitsunday Regional Council Planning Scheme;
• reviewing waste management practices, including recycling, to ensure that they are cost effective and sustainable;
• promoting and encouraging the Whitsunday region as the place to invest in renewable and sustainable technologies.
In our conversations you stated Council should:

- protect, maintain and enhance areas that are environmentally significant and have high ecological value;
- protect and conserve areas of cultural significance;
- acknowledge the importance of the tourism industry in protecting and conserving our natural environment.

Council needs to consider:

- protecting our natural environment;
- the importance of our natural environment;
- conserve areas of natural and cultural significance;
- eco-tourism opportunities that promote protection and conservation of the environment.

Council will deliver your vision by:

- developing, implementing and reviewing conservation and environmental strategies that promote the protection and enhancement of the natural environment;
- supporting programs developed to maintain and enhance our natural resources of soil, water, vegetation and fauna;
- promoting greenhouse gas reduction initiatives and opportunities within the community;
- pursuing opportunities to protect areas of high ecological significance;
- developing, implementing and reviewing conservation and environmental strategies;
- promoting environmental education programs and initiatives.
**IMPLEMENTATION PLAN: Our Natural Environment**

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Our Community
Our vision is for a region where people want to live, work, play and invest.

In our conversations you stated you:

• like living in the region because you generally feel safe and secure;
• like the diversity of the people and the relaxed lifestyle;
• love being in close proximity to the beach;
• think it’s a great place to live;
• wish to see permanent residents associated with large scale infrastructure projects reside in the region;
• want a community that is open to new activities, ideas and opportunities;
• believe that the community needs to find ways to retain and encourage our youth to stay in the region;
• would like to see the development of facilities such as art galleries to showcase the talents of residents in the region;
• believe that Council should continue to promote the region as the place to live, work, play and invest.

Council needs to consider:

• the urban fabric and dynamics of our communities;
• protect natural areas and support actions which add to the landscape character of the region;
• the nature of our communities;
• the diversity of our communities;
• growth management;
• housing affordability;
• economic and employment opportunities;
• health and lifestyle of residents in the community;
• education opportunities.
Council will deliver your vision by:

- advocating for a range of affordable housing options in the region;
- developing and implementing an arts and cultural policy;
- investigate the opportunities for the development of art related facilities in the region;
- development and implementation of policies to protect our natural environment and landscape character;
- promote economic and employment opportunities whilst at the same time promoting our quality of life;
- advocate and develop measures to be put in place to minimise the cumulative impacts associated with industrial development and population growth;
- ensuring that planning and development is effectively managed;
- effectively managing growth and ensuring adequate infrastructure is provided;
- implementing recommendations from the Whitsunday Regional Council Healthy Active Plan;
- continuing to support, engage and facilitate opportunities for all sectors of the community with particular reference to youth, Aboriginal and Torres Strait Islander peoples, the elderly, people with a disability and people who speak English as their second language;
- pursuing future opportunities to obtain funds and grants.
Our vision is for a healthy and active community that actively promotes, participates and encourages participation in sport and recreation activities in the region.

**In our conversations you stated Council should:**

- encourage the region and its communities to participate in organised sport and recreation activities;
- increase amenities and activities for youth and families;
- provide assistance in encouraging and retaining volunteers in sporting and community groups;
- provide assistance with grant writing, sponsorship, fundraising and administration training.

**Council needs to consider:**

- providing continued support to sport and recreation groups;
- the diversity and needs of the community;
- fostering a happy, healthy and active community.

**Council will deliver your vision by:**

- pursuing future opportunities to obtain funds and grants;
- developing a sport and recreation plan;
- ensuring the open space and recreation study considers sporting needs for today and the future, and rationalises the existing open space areas for sporting activities;
- increasing skill capacity, educating and training opportunities for sport and recreation groups;
- completing a consultation and engagement strategy;
- implementing recommendations from the Whitsunday Regional Council Healthy Active Plan;
- exploring opportunities for the development of infrastructure and programs to enhance park usage, with a specific focus on the needs of special population groups.
- supporting the development of sport and recreation groups to ensure increased access and participation through the sharing of resources.
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