

The Queensland Plan

A 30-year vision for Queensland



Queensland Plan Ambassadors Council meeting communiqué

19 April 2023

The Queensland Plan Ambassadors Council (the Council) held its first meeting of 2023 in Winton on 19 April. The focus of this meeting was *The Queensland Plan's* foundation areas of 'Regions', 'Community' and 'Health and wellbeing'.

The Council received presentations from Winton Shire Council, Outback Queensland Tourism Association, Beef Australia, AgForce, Western Queensland Primary Health Network, Central West Hospital and Health Service and Queensland Government representatives. Topics included outback tourism, legacy planning for the Brisbane 2032 Olympic and Paralympic Games, the future of the agricultural industry, housing and regional healthcare.

The Queensland Plan foundation area – Regions

Councillor Gavin Baskett, Mayor, Winton Shire Council provided a bus tour of the town prior to the meeting, then discussed local economic drivers including agriculture, tourism and accommodation shortages.

Mrs Denise Brown, Chief Executive Officer, Outback Queensland Tourism Association, presented on outback destination marketing and regional tourism. Mrs Brown noted the increase in outback tourism during the COVID-19 pandemic, and the world class tourism opportunities available throughout rural and regional Queensland. She highlighted tourism drivers, market competition and key challenges such as cost-of-living increases, seasonal weather events and accommodation challenges. Opportunities for developing accessible and sustainable tourism offerings were also discussed.

Mr Andrew Hopper, Director-General, Department of Tourism, Innovation and Sport (DTIS) presented on the 'Brisbane 2032 Olympic and Paralympic Games Legacy Plan' (Legacy Plan). Mr Hopper highlighted the work of DTIS and Games partners in developing the Legacy Plan and the economic and social opportunities that will be provided by the Brisbane 2032 Olympic and Paralympic Games across all parts of Queensland.

The Queensland Plan foundation area – Regions

Mr Bryce Camm, Chair of Beef Australia and Chief Executive Officer of the Camm Agricultural Group presented on the opportunities afforded through agricultural tourism and Beef 2024. Beef 2024 is an exhibition and celebration of all facets of the beef industry, scheduled for 5 - 11 May 2024 in Rockhampton.

The Council welcomed Lew Markey, Manager, Regional Agribusiness Development, Department of Agriculture and Fisheries (DAF) to present on agricultural initiatives. Mr Markey discussed the *Queensland Low Emissions Agricultural Roadmap 2022-2032*, co-designed with industry to enable low

emissions. Information about the draft 'Queensland AgTech Roadmap 2023-2028' which aims to support innovation in agribusiness was also shared.

Mr Vol Norris, Regional Manager, North West, AgForce and Councillor Cathy White, Winton Shire Council and Director of the AgForce Cattle Board presented on AgForce's stakeholders, partnerships and governance structures. Councillor White discussed the key policy priority areas for 2022-23 including biosecurity, trade and market access, workforce, vegetation management, land use competition, agribusiness and telecommunications.

The Queensland Plan foundation area – Community

The Council received a presentation from Judith Rowell, Executive Director, Strategy, Policy, and Insights, Department of State Development, Infrastructure, Local Government and Planning. Ms Rowell shared the outcomes of the Queensland Housing Summit and the subsequent housing roundtable. The presentation also highlighted the work of the Queensland Government including implementation and reporting on the *Queensland Housing Summit Outcomes Report* to address housing supply matters.

Mayor Baskett discussed the Remote Area Planning and Development Board (RAPAD) Local Housing Action Plans supported by the Western Queensland Alliance of Councils (WQAC). The WQAC *Housing Solutions Study* outlined housing challenges in western Queensland including investment, the absence of traditional market forces in the housing sector and lending practices.

The Queensland Plan foundation area – Health and wellbeing

Acting Chief Executive Officer, Ms Leisa Fraser, Western Queensland Primary Health Network (PHN) presented on the *Our People, Our Partnerships, Our Health 2022-2025 Health Needs Assessment Summary*. Ms Fraser shared regional health statistics and spoke about the challenges remote communities face in accessing healthcare. The Western Queensland PHN, in collaboration with its partners, has developed the *Healthy Outback Communities* framework, a place-based model of healthcare aiming to improve health outcomes for rural and remote communities.

Mrs Karen McLellan, General Manager, Acute Health Services, Central West Hospital and Health Service also presented on the completion of a local area needs assessment. This assessment helps to identify the health needs of communities in the Central West and support delivery of place-based services to improve health outcomes.

Local site visits

The Council visited The Age of Dinosaurs Museum of Natural History and received a guided tour from David Elliot, Founder and Executive Chairman, who showcased the history of developing an educational outback tourism experience. The following day, the Council visited the Qantas Founders Museum for a guided tour and discussion with Anthony Cullen, Chief Executive Officer and Sarah Johnson, Senior Curator, Qantas Founders Museum. Both presenters shared insights about current opportunities and challenges for tourism in the region.

Next meeting

The Council will hold its next meeting in Brisbane in mid-2023.