



COMMUNIQUÉ

The Queensland Plan Ambassadors Council

Meeting Tuesday 25 November 2014
Location Townsville

The Queensland Plan Ambassadors Council (the Council) met for the second time, on 25 November 2014, in Townsville.

In order to fulfil its purpose, the Council considers its main objective is to continue the engagement with the wider Queensland community which was a hallmark of *The Queensland Plan* development process.

The Council believes it is well placed to 'pull ideas through' rather than 'push' ideas and priorities onto others and to this end is keen to understand in particular what support the community, business and industry requires to take ideas further.

The Council, reflecting on the values which underpinned the success of *The Queensland Plan* engagement process, believe they provide a strong platform that supports the Council's continued purpose. The values are described as:

- collaboration between business, industry, community and government
- engendering a sense of empowerment for individuals
- encouraging communities to care for one another.

The Council is reasserting its apolitical approach and will extend separate invitations to both the Premier and the Leader of the Opposition to attend their next meeting.


The Council notes that the initial Queensland Government response has aligned existing activities with *The Queensland Plan* and is keen to catalyse and challenge more broadly the long-term thinking and actions needed to address the aspirations in *The Queensland Plan*.

The Council will invite senior representatives of the Department of the Premier and Cabinet to discuss the process involved in developing the Queensland Government's response to *The Queensland Plan* and to better understand both current and future actions the Government has underway, or is proposing.

Through its wide ranging membership, the Council will continue to act as a conduit to support new ideas that take Queensland forward towards *The Queensland Plan's* aspirational goals.

The Council agrees that it is keen to see new and creative suggestions that respond to *The Queensland Plan* and inspire Queenslanders. The Ambassadors are going to establish a regular online blog to encourage discussion, debate and long-term thinking across *The Queensland Plan's* nine foundation areas.

The Council will also make better use of independent experts to understand key issues that will support the opportunities presented by *The Queensland Plan*, for example those presented to Queensland by the recently agreed Free Trade Agreement with China entered into by the Australian Government.



The Council agrees it is essential to better engage young people in aspects that affect their future and this is a key challenge for the Council and the wider community.

The Council would like to support an annual gathering of students to talk about *The Queensland Plan*, and investigate using the Queensland Youth Parliament to achieve this, as well as identifying an approach that encourages greater engagement with young Aboriginal and Torres Strait Islander Queenslanders.

The Council notes there are large sectors of the community that are disengaged from *The Queensland Plan* and that greater connection would assist in its long-term implementation.

The Council Secretariat will initiate the commissioning of further work to engage with local communities to better understand what they need to assist in implementing *The Queensland Plan* and how they can better coordinate priority setting, and activity, across their communities.

The Council reiterates the importance of organisations, including individual businesses, industry and community groups, aligning their planning with *The Queensland Plan*. The Council sees that it could provide support and encouragement in this regard and that individual Ambassadors will continue promoting *The Queensland Plan* broadly. The Council supports Ambassadors actively seeking opportunities to speak at professional conferences about the opportunities presented by *The Queensland Plan*.

The meeting in Townsville provided an informal opportunity for Ambassadors to network with local stakeholders to get a better sense of the local issues and priorities facing Townsville and to discuss implementation of *The Queensland Plan* and the opportunities that it presents. Stakeholders include representatives of local government, non-government organisations, the business community and academia.

The Council will hold its next meeting in Brisbane in February 2015.

ENDS
