



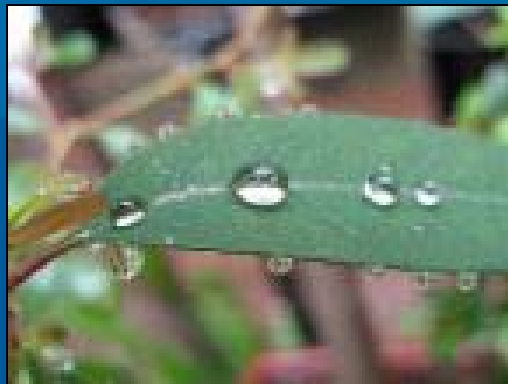
regional economic
development corporation

MACKAY & WHITSUNDAY

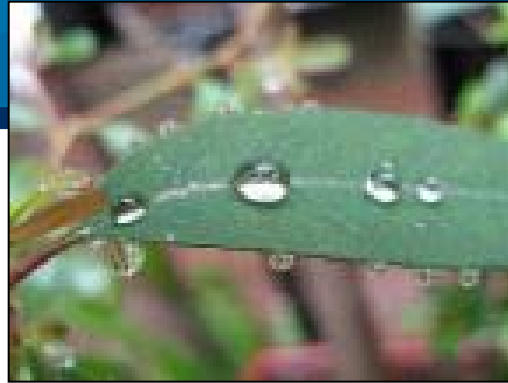
Mining & Community Research Forum

Mackay, 16 June 2010

Green industry diversification project



REDC's role in shaping regional economy



- Identification of global and national economic trends and last mile technologies (e.g. Fibre-optics NBN driven)
- Activities undertaken by REDC cover not only economic initiatives, but also social and environmental challenges.
- Undertake projects of significant regional & economic impact
- REDC to co-ordinate regional economic development activity, act as a conduit for the region into the Qld State Government
- Repository of regionally relevant information (statistics, regional project database, industry contacts etc.)

The need for Green industry diversification project



- **Why we need this project**

1. To diversify and optimise our economic base
2. To maximise regional advantages (climate, strategic location, liveability)
3. To protect economy against systemic shocks in the long term

- **Project alignment**

- DEEDI Strategic Plan 2009-2014 : *Fostering investment, nurture and develop existing and emerging industries to create jobs and accelerate Qld's economy to a clean energy future.*

Community interest

Regional
Economic
Development

REGIONAL
Liveability

JOBS
Carbon/Green

BUSINESS &
Investment

Infrastructure

INDUSTRY
Carbon/Green

'Future proofing' regional economy



- Mining, agriculture, tourism=cyclical sectors
- GLOBAL -> GFC vs Resources demand
 - > China vs World
 - > GFC vs Tourism
- Australian -> ETS, TAX vs Mining industry
- QLD State -> GBR vs Sugar/crops/fishing
 - > Infrastructure vs population growth

12 month project - Key milestones:

- Project identification
- Green Industry Roadmap
- Green Industry Skills Recommendations and workshops

Partners: CQU, CSIRO, Regional Councils, Community organisations, Mackay Sugar, Reef catchments

Anticipated project outcomes



1. Raise profile of the new green industries as a significant source of new jobs
2. Provide strategic vision 2010-2020
3. Assist in creating new green industry jobs
4. Assist in attracting investment into green industry projects

Key denominator is a productive regional co-operation to accelerate Green industry uptake

Thank you for your attention!