

# COMMUNITY PLAN

2022/2032



# ACKNOWLEDGMENT OF COUNTRY

## COUNCIL ACKNOWLEDGES THE TRADITIONAL OWNERS AND CUSTODIANS OF THE LANDS IN OUR REGION

We pay respect to Elders past, present and emerging and acknowledge their ongoing relationship and connection to Country.

To acknowledge and show respect for our traditional owner groups' history, culture and our shared future, the Welcome to Country is conducted at all significant events.

Council will be reviewing its Reconciliation Action Plan over the next 12 months.

Whitsunday Regional Council endorses the vision of a nation which values Aboriginal and Torres Strait Islander heritage, cultures and peoples and recognises their distinct position as the original custodians of Australia.

Council's Mission is to make a sustainable future possible by building stronger relationships, mutual respect and encouraging cultural practices that strengthen and support harmony between Aboriginal and Torres Strait Islander peoples and the broader community within the Whitsunday Region.

Council values input and active participation from Aboriginal and Torres Strait Islander people into decision-making.



# TABLE OF CONTENTS

<b>OUR COMMUNITY PLAN</b> .....	2
<b>OUR REGION</b> .....	4
<b>STRATEGIC PLANNING FRAMEWORK</b> .....	7
<b>OUR VALUES</b> .....	8
<b>OUR WHITSUNDAY VISION</b> .....	9
<b>KEY THEMES</b> .....	10
<b>GOVERNANCE</b> .....	11
Accountability .....	12
Leadership .....	12
<b>COMMUNITY</b> .....	13
Building Community Spirit and Belonging .....	13
Safeguarding Community and Wellbeing .....	14
Inclusive Community .....	14
Embracing and Celebrating Creative Arts .....	14
<b>SOCIO-ECONOMIC CONNECTEDNESS</b> .....	15
Growing local jobs .....	15
Advocate and Promote Education .....	15
Supporting a Diverse & Innovative Economic Base .....	16
Liveability .....	17
<b>ENVIRONMENT &amp; CLIMATE CHANGE</b> .....	18
Protecting, Restoring and Enhancing the Environment .....	18
Mainstreaming Environmentally Sustainable Choices .....	19
Climate Change Impacts .....	19
<b>MOVEMENT AND ACCESS</b> .....	20
Public Transport (airports, harbours, roads, rail) .....	20
Pedestrian Movement .....	21
<b>PLACES AND SPACES</b> .....	22
Places & Spaces .....	22
Strong Neighbourhood Identity .....	23
Vibrant Township Centres & Civic Precincts .....	23
Managing Residential Development Patterns & Density .....	24
Spaces for Everyone .....	25
Service Provision and Infrastructure .....	25

# OUR COMMUNITY PLAN



Whitsunday Regional Council has welcomed the opportunity to develop a ten-year Community Plan to gain a clear appreciation of the needs and priorities of our residents and develop a shared vision for the future of our region.

This document will set out our community’s vision and aspirations for the future and sets out the key strategies and actions required to achieve these aspirations.

The Community Plan will be used to inform our future planning documents such as the Corporate Plan, Operational Plan and Budget. **Our Community Plan 2022-2032 aims to:**

- **REFLECT** the views of the Whitsunday community in the long-term planning process, which will identify and make known the shared aspirations and vision 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.
- **GUIDE** Council on issues including the environment, economic development, social wellbeing, infrastructure, and governance.
- **PROVIDE** a long-term focus for the delivery of facilities and Whitsunday Regional Council and other organisations working with and in the community.
- **DEVELOP** a strong, resilient and sustainable region into the future.

A Community Plan is a dynamic document which needs to be delivered and reviewed within a framework of active collaboration.

We have invited our community to participate in the Community Plan consultation process to ensure it best reflects the diversity of our community and contributes to a united vision for our future.

# OUR REGION



The Whitsunday Region is home to approximately 36,660 permanent residents. Renowned for its relaxed lifestyle, the region boasts beaches, rainforests and large tracts of national parkland, encompassing a total land area of 23,862 square kilometres.

The region encompasses the five main townships of Airlie Beach, Bowen, Cannonvale, Collinsville and Proserpine with numerous rural and coastal communities and residential areas scattered throughout the region. The 74 Whitsunday Islands are also within the Council area. Many of these islands are uninhabited national parks, but four islands offer a variety of resort accommodation, all with the Great Barrier Reef and fringing coral reefs at their doorstep.

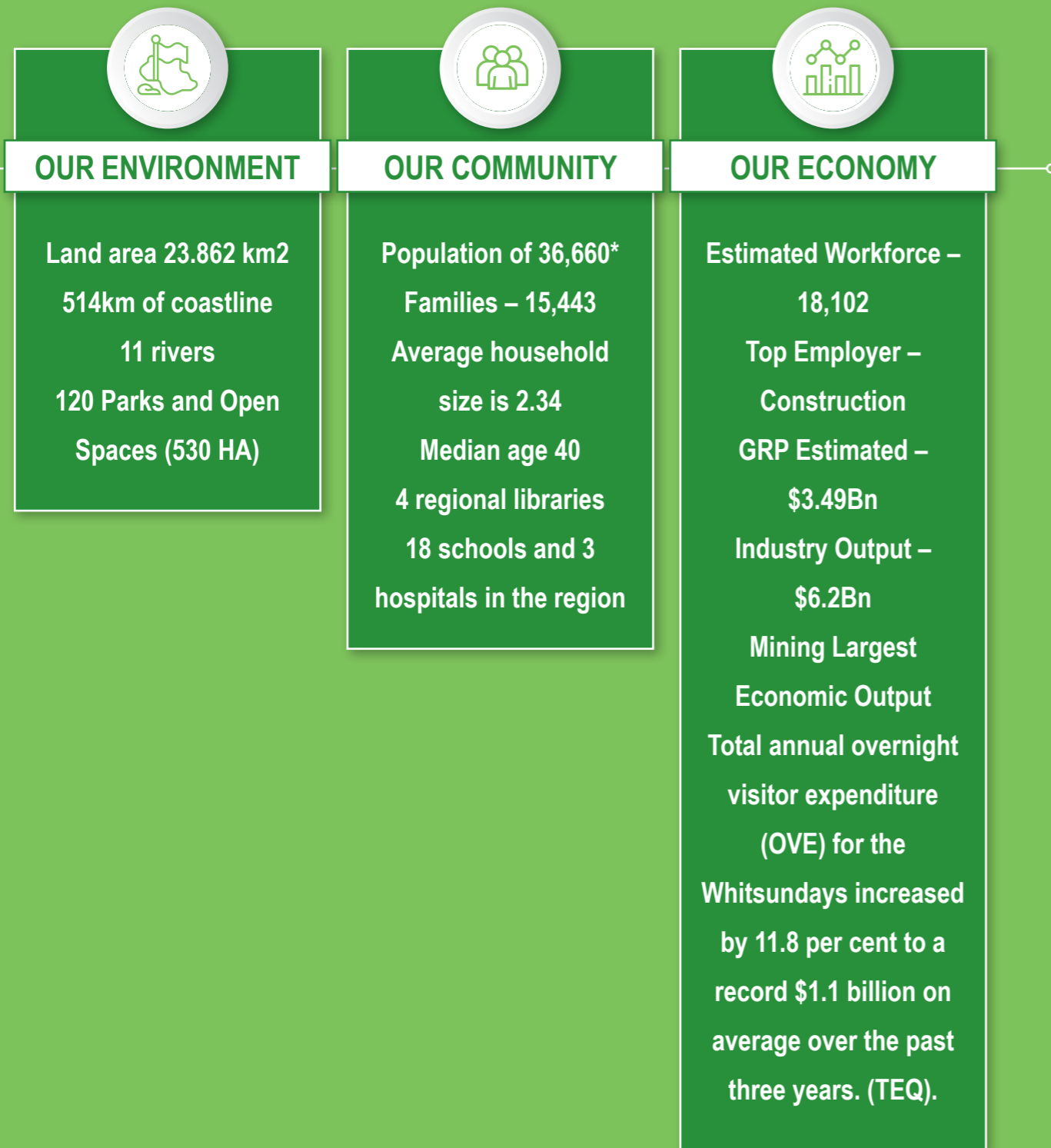
While the region is rural and coastal in its nature, residents and visitors alike enjoy access to good community infrastructure such as transportation, hospitals, educational facilities, telecommunications, power, water and sewer utilities as well as contemporary facilities including museums, art galleries, cafes, hotels and restaurants, entertainment facilities and a cinema.

The region is a well-established transport hub with the WRC owned and operated Whitsunday Coast Airport located 10 minutes' drive from the township of Proserpine, and a number of smaller aerodromes in Bowen, Collinsville and Mt Coolon. Privately owned airports are located on Hamilton Island and at Jubilee Pocket. It is less than 2 hours by air to the Queensland state capital of Brisbane from the Whitsunday Coast Airport. The Bruce highway is the major transport corridor running from Brisbane in the South to Cairns in the North.

To the year ending March 2022, the region attracted 851,000 visitors, 3.82M visitor nights and \$1.14B in expenditure with local businesses.

Over \$18 billion in major projects are currently planned or under construction in the Whitsunday Region, which will drive significant growth over the coming years. Our strong economy, well-planned infrastructure and desirable lifestyle make the Whitsunday Region an inviting investment environment.

Historic growth between 2020/2021 is 1.3% and our population projections from the Economic & Population Study 2021, projects an average regional growth rate of approximately 1.225% until 2036.



\*Source: The information presented here is derived <https://economy.id.com.au/whitsunday>

## STRATEGIC PLANNING FRAMEWORK



## OUR VALUES

TRUST  
 DIVERSITY  
 OPEN COMMUNICATION  
 RESPECT  
 HAPPY  
 SAFETY  
 BELONGING  
 CARING  
 CONFIDENT  
 PROACTIVE  
 FAIRNESS  
 HONESTY  
 SUSTAINABILITY  
 TRANSPARENCY  
 ACCOUNTABILITY  
 COLLABORATIVE  
 HEALTHY ENVIRONMENT

## OUR WHITSUNDAY VISION

- Be a happy, active, healthy, safe and engaging place to live
- Have infrastructure that enables long term sustainable development and meets the ever-changing need both now and, in the future
- Promote and preserve our First Nations and other cultural heritage
- Protect our diverse, unique, natural environment (eco systems)
- Be accessible by and inclusive of all
- Encourage a choice of housing options to suit all income levels, lifestyles and life stages
- Encourage diverse employment opportunities, education and training with a robust and resilient economy
- Commit to social equity and community connectedness
- Value our natural assets and ensure that they are protected and continually improved to support livability, recreation and for the enjoyment of future generations
- Ensure safe and accessible assets for our community and visitors to the region to enjoy
- Be supported by strong governance systems which provide for us to plan and make decisions together in partnership

# KEY THEMES



## GOVERNANCE

Consistent organisational processes and legal requirements provide accountability for Council to follow recommended guidelines for the structure and running of the organisation.

Honesty; openness; appropriate; regulatory - processes that ensure Council provides service to the community that is legal, appropriate and equitable.

The Community plan will inform Council when considering future governance, strategic plans, policies and operational outcomes.

THEME	KEY INTENT STATEMENT
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**ENGAGING THE COMMUNITY**

**COMMUNITY PARTICIPATION**

We intend to engage with the community in an open, transparent and genuine way

**KEEP COMMUNITY INFORMED**

We intend to provide regular, relevant, consistent communication to residents.

**PROVIDE FEEDBACK TO COUNCIL & COMMUNITY**

We intend to close the loop with all participants and stakeholders

**AIM TO CONTINUALLY IMPROVE OUR COMMUNITY ENGAGEMENT PROCESS**

We intend to improve, adapt and update engagement strategies to meet community needs and social trends

## GOVERNANCE

THEME	KEY INTENT STATEMENT
<b>ACCOUNTABILITY</b>	<p><b>POLICY &amp; REGULATION</b> We intend to comply with relevant legislation and policies</p>
	<p><b>FINANCIAL SUSTAINABILITY</b> We intend to responsibly spend public money</p>
	<p><b>BALANCED &amp; ACCOUNTABLE DECISION MAKING</b> We intend to make decisions that are informed, ethical and for the greater good of the community</p>
	<p><b>COMMUNICATION</b> We intend to keep the community well-informed</p>
<b>LEADERSHIP</b>	<p><b>SUCCESSION PLANNING</b> We intend to retain and attract quality employees</p>
	<p><b>ORGANISATIONAL LEADERSHIP</b> We intend to lead by example and epitomise our cultural values</p>
	<p><b>SKILLED AND KNOWLEDGEABLE EMPLOYEES</b> We intend to create opportunities and provide an environment where employees can learn and grow</p>

## COMMUNITY

The community represents our residents and visitors, who are our customers and who we serve in our roles. We also refer to groups among our residents as communities, based on location (i.e. a coastal community such as Dingo Beach) and background i.e. our First Nations People. In a personal sense, community is about a sense of belonging and cohesion; being able to support one another during difficult times.

THEME	KEY INTENT STATEMENT
<b>BUILDING COMMUNITY SPIRIT AND BELONGING</b>	<p><b>PROVIDING ACTIVITIES AND EVENTS</b> We intend to provide opportunities for social interaction and community involvement</p>
	<p><b>COMMUNITY FACILITIES</b> We intend to provide quality, fit for purpose community facilities</p>
	<p><b>COMMUNITY CAPACITY</b> We intend to look after our people by supporting, engaging and empowering them</p>
	<p><b>WELCOMING ENVIRONMENT</b> We intend to provide opportunities to engage and foster relationships</p>





COMMUNITY

THEME	KEY INTENT STATEMENT
<p><b>SAFEGUARDING COMMUNITY AND WELLBEING</b></p>	<p><b>SAFE PEOPLE AND PLACES</b> We intend to provide duty of care for Council-controlled spaces</p>
	<p><b>HEALTHY, ACTIVE COMMUNITY</b> We intend to provide opportunities, support initiatives and provide facilities to improve health and wellbeing</p>
	<p><b>ADVOCACY FOR SERVICES</b> We intend to advocate for our community, to the relevant agencies, to increase our access to primary health care</p>
<p><b>INCLUSIVE COMMUNITY</b></p>	<p><b>INCLUSIVE COMMUNITY</b> We intend to create opportunities, spaces and diversity within our community for everyone</p>
	<p><b>ADVOCACY &amp; PARTNERSHIPS</b> We intend to engage with relevant stakeholders to encourage diversity</p>
	<p><b>CAPABLE COMMUNITY</b> We intend to develop a capable community able to welcome and support residents and visitors</p>
<p><b>EMBRACING AND CELEBRATING CREATIVE ARTS</b></p>	<p><b>CREATIVE OPPORTUNITIES AND SPACES</b> We intend to identify, promote and provide opportunities for our community to be creative</p>

SOCIO-ECONOMIC CONNECTEDNESS

Understanding there is a direct correlation between the strength of the economy and social capital. Investment is linked to social and community needs and outcomes. The balance between social and economic networks within a community and how they interact/support each other.

THEME	KEY INTENT STATEMENT
<p><b>GROWING LOCAL JOBS</b></p>	<p><b>DIVERSIFY INDUSTRY TYPES</b> We intend to support traditional and new business and industry to diversify and innovate to remain viable</p>
	<p><b>ADVOCATE FOR ADEQUATE AFFORDABLE HOUSING</b> We intend to advocate for affordable housing to accommodate population growth, business expansion and increased investment attraction</p>
	<p><b>PROMOTE OPPORTUNITIES TO FILL SKILL SHORTAGES</b> We intend to create employment opportunities to attract new residents to the region</p>
<p><b>ADVOCATE AND PROMOTE EDUCATION</b></p>	<p><b>IDENTIFY OPPORTUNITIES FOR EDUCATION FACILITIES AND PROGRAMS</b> We intend to advocate for systems and infrastructure to support a diverse education service framework for the community</p>
	<p><b>BUILD RELATIONSHIPS WITH EDUCATION PROVIDERS WITHIN THE REGION</b> We intend to develop and maintain strong relationships with education providers</p>

SOCIO-ECONOMIC CONNECTEDNESS

SOCIO-ECONOMIC CONNECTEDNESS

THEME	KEY INTENT STATEMENT
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**SUPPORTING  
A DIVERSE &  
INNOVATIVE  
ECONOMIC BASE**

**DIVERSE INDUSTRY**

We intend to grow the economy of the region through the facilitation of a diverse range of industries.

**ADVOCATE FOR INNOVATIVE INDUSTRIES AND SOCIAL ENTERPRISE**

We intend to support the development of innovative industries and social enterprises

**LOCAL BUYING CAMPAIGN**

We intend to support a local buying campaign

**USER FRIENDLY REGULATIONS FOR BUSINESS**

We intend to support local and new business with 'friendly' regulations for ease of set up or growth

**INCENTIVE PROGRAMS**

We intend to investigate programs to attract new regional development

**COUNCIL SUPPORTING SMALL BUSINESS**

We intend to advocate for innovation in business and industry

**PROMOTE WHITSUNDAY REGION AS A PREFERRED PLACE TO DO BUSINESS**

We intend to promote the Whitsunday Region as a preferred place to work, live and play

THEME	KEY INTENT STATEMENT
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**LIVEABILITY**

**CREATING LIVEABLE COMMUNITIES**

We intend to ensure future liveability by providing connected and vibrant communities with a high level of health care, education, employment and social services to support

**IMPROVED HEALTH SERVICES**

We intend to continually assess and advocate for upscaled health care to meet the needs of our growing communities

**PROMOTE HEALTHY LIFESTYLES AND ENVIRONMENT FRIENDLY TRANSPORT**

We intend to strive to create shaded, walkable communities for healthy lifestyles and lower carbon communities to support the Whitsunday lifestyle and agreed environmental values



# ENVIRONMENT & CLIMATE CHANGE

Building understanding of climate change and environmental values, growing stewardship in the community, and assisting the community to adapt, mitigate and manage climate and environmental risks and changes towards a low carbon economy.

# ENVIRONMENT & CLIMATE CHANGE

THEME	KEY INTENT STATEMENT
<b>PROTECTING, RESTORING AND ENHANCING THE ENVIRONMENT</b>	<p><b>VALUING ENVIRONMENTAL SERVICES</b></p> <p>We intend to recognise the value of the Whitsunday environment for its role in supporting an attractive place to live, it's contribution to a more liveable location and the important environmental services which it provides</p>
	<p><b>TERRESTRIAL AND MARINE NATURAL RESOURCES AND WILDLIFE HABITATS</b></p> <p>We intend to develop and implement plans to protect, restore and conserve terrestrial and marine natural resources and wildlife habitats</p>
	<p><b>REDUCE DEVELOPMENT IMPACTS ON THE ENVIRONMENT</b></p> <p>We intend to implement legislation and policies to reduce development impacts on the environment</p>
	<p><b>LAND MANAGEMENT</b></p> <p>We intend to develop and implement programs to support best practise land management, to reduce pollution on the environment and restore prioritised ecosystems</p>
	<p><b>WATER QUALITY</b></p> <p>We intend to implement programs to improve, monitor and maintain urban and rural water quality</p>
	<p><b>AGRICULTURAL LAND IS PRESERVED AND MAINTAINED</b></p> <p>We intend to ensure good quality agricultural land is protected from development to ensure an adequate amount of land is available to be farmed and cropped for future generations</p>

THEME	KEY INTENT STATEMENT
<b>MAINSTREAMING ENVIRONMENTALLY SUSTAINABLE CHOICES</b>	<p><b>PROMOTING SUSTAINABLE DEVELOPMENT</b></p> <p>We intend to promote sustainable development and building guides to the development and building industry to reduce environmental impacts and encourage more sustainable neighbourhoods</p>
	<p><b>REDUCING IMPACTS ON THE ENVIRONMENT</b></p> <p>We intend to identify sources of environmental pollution and development strategies to reduce impacts on the environment, including ways to reduce waste entering landfills</p>
	<p><b>PROMOTE COMMUNITY INTERACTIONS WITH THE ENVIRONMENT</b></p> <p>We intend to investigate the potential for and where feasible provide, suitable physical infrastructure, including walking tracks, interpretive education centres, signage, which aims to promote and educate the community and tourists about our natural attractions and unique biodiversity</p>
<b>CLIMATE CHANGE IMPACTS</b>	<p><b>VALUING AND PROMOTING SUSTAINABLE AGRICULTURE</b></p> <p>We intend to promote our sustainable agricultural producers and their network</p>
	<p><b>PREPARING OUR COMMUNITY FOR NATURAL DISASTERS</b></p> <p>We intend to develop practical and effective preparation and response plans for our high priority natural disasters</p>
	<p><b>URBAN HEAT ISLANDS</b></p> <p>We intend to monitor and manage heat in our urban areas which may include developing more shade areas and strategies to reduce heat absorbance</p>
	<p><b>CLIMATE ADAPTATION</b></p> <p>We intend to support our community to become more skilled and knowledgeable to improve their capability and resilience in times of change</p>
	<p><b>CLIMATE CHANGE MITIGATION</b></p> <p>We intend to support our community to reduce our carbon footprint by using well researched, practical and cost-effective methods</p>
	<p><b>CLIMATE RISK ASSESSMENT AND DECISION MAKING</b></p> <p>We intend to collate up to date climate risk information across the region and where appropriate, incorporate in our decisions</p>

# MOVEMENT AND ACCESS

The ability to move freely around the region through whichever mode of transport is appropriate and the ability to safely and easily access destinations.

Linear networks for the community for connectivity between Council owned land for easy safe access.

Interconnected and efficient transport services.

THEME	KEY INTENT STATEMENT
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**PUBLIC TRANSPORT (AIRPORTS, HARBOURS, ROADS, RAIL)**

**WELL MAINTAINED TRANSPORT INFRASTRUCTURE & SERVICE INDUSTRIES**

We intend to work with transport services to facilitate efficient and integrated public transport that relieves reliance on private vehicles and commutes residents to key community routes

**INTRODUCE INNOVATIVE TRANSPORT MODES/PLANNING FOR FUTURE GROWTH**

We intend to advocate for transport providers to develop carbon neutral public transport that services growth and allows for the integration of emerging e-vehicles

**MEET ALL AGE AND ALL ABILITY ACCESS STANDARDS**

We intend to consider options to increase the ability to access public transport for all ages and abilities

**ADEQUATE PARKING FACILITIES**

We intend to monitor and develop efficient car parking models in each town centre, considering future growth, utilising customer friendly technology

# MOVEMENT AND ACCESS

THEME	KEY INTENT STATEMENT
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**PEDESTRIAN MOVEMENT**

**WELL MAINTAINED PEDESTRIAN INFRASTRUCTURE**

We intend to develop pedestrian infrastructure to safely and efficiently connect residential areas with commercial centres, parkland and public transport by planning for infrastructure that meets the needs of each user in the community

**ADEQUATE SHADED SPACES**

We intend to investigate Council's ability to enhance the comfort of the pedestrian network by providing shade through trees and other infrastructure within parks and urban areas to protect users from environmental climate impacts

**INTERCONNECTIVITY FOR ALL ABILITIES INCLUDING PEDESTRIAN MOVEMENT**

We intend to continue with the ongoing development of active transport networks, including shared pathways that meet the needs of the community for all ages and abilities



# PLACES AND SPACES

A place is a defined precinct with a theme and guiding framework for construction of the infrastructure or business. Space is an open area, generally parkland, playground used by the community.

Social infrastructure is a framework that includes hard physical components such as schools, hospitals, police stations, neighbourhood centres, parks, sporting fields, community centres & halls and libraries. In addition, the service delivery functions undertaken by doctors, teachers and service organisations, all levels of government and church organisations are also included as social infrastructure. The structure and processes, both formal and informal that contribute to the planning and delivery of service are the final component of social infrastructure.

THEME	KEY INTENT STATEMENT
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## PLACES & SPACES

### PARK LAND AND OPEN SPACES

We intend to maintain park land and open spaces with plenty of shade and safe, reliable embellishment for the community and visitors to the region

### SOCIAL PLACES

We intend to connect to nature and each other with social environments that are colourful, unique, vibrant, with environmentally safe lighting and landscaping to support unique wildlife



# PLACES AND SPACES

THEME	KEY INTENT STATEMENT
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## STRONG NEIGHBOURHOOD IDENTITY

### CREATING NEIGHBOURHOOD IDENTITY

We intend to facilitate neighbourhood identity through planning provisions that encourage attractive residential streetscapes and provide access to parks and public transport

### NETWORK OF NEIGHBOURHOOD COMMUNITY CHAMPIONS

We intend to identify and empower community champions to function as a link between grass roots community and Council

### SOCIAL SPACES AND EVENTS

We intend to identify and promote both Council and community events

## VIBRANT TOWNSHIP CENTRES & CIVIC PRECINCTS

### LIVELY, WELCOME, SAFE TOWN CENTRES

We intend to develop strategies and action that promote the unique character of town centres for community and visitors, utilising lighting, landscaping, murals and creative placemaking strategies

### ACCESSIBLE GATHERING PLACES REFLECTING UNIQUENESS CONSIDERING TECHNOLOGY AND CLIMATE (E.G. WIFI, SHADE)

We intend to create high quality social plazas, foreshores and civic centres that attract community and visitors to interact, utilising innovative technology and landscaping designs

PLACES & SPACES

THEME	KEY INTENT STATEMENT
<p><b>MANAGING RESIDENTIAL DEVELOPMENT PATTERNS &amp; DENSITY</b></p>	<p><b>PLANNING POPULATION GROWTH</b> We intend to ensure sufficient residential development, land, parklands and infrastructure are suitably planned to accommodate future population growth whilst promoting the Whitsunday lifestyle</p>
	<p><b>RESPONSIBLE, SUSTAINABLE DEVELOPMENT FOOTPRINT</b> We intend to facilitate development that is responsive to environmental constraints and ensures the resilience of communities to natural hazards in the future</p>
	<p><b>CONSIDER FUTURE ENVIRONMENTAL FACTORS WHEN DESIGNING SUBURBS</b> We intend to promote sustainable, compact urban development, considering a diversity in housing styles, energy efficient buildings and neighbourhood solar micro grids</p>
	<p><b>PROMOTE OUR TROPICAL IDENTITY</b> We intend to facilitate private development and public spaces to embody the tropical character of the region through building design, landscaping and integrated water sensitive urban design</p>
	<p><b>CULTURAL HERITAGE AND RECOGNITION</b> We intend to ensure public space enhancements recognise and incorporate Cultural Heritage through creative placemaking that connects the community and visitors to Country</p>

PLACES & SPACES

THEME	KEY INTENT STATEMENT
<p><b>SPACES FOR EVERYONE</b></p>	<p><b>PLACES WITH ALL-ACCESS</b> We intend to ensure parks and public spaces are designed to encourage participation from persons of all ages and abilities, considering access, movement and enjoyment of recreational infrastructure</p>
	<p><b>ENGAGEMENT</b> We intend to continue to engage with community members to inform design and development of spaces that meet the needs and desired experience of all ages and abilities</p>
<p><b>SERVICE PROVISION AND INFRASTRUCTURE</b></p>	<p><b>ASSET MANAGEMENT</b> We intend to manage assets in accordance with Council's Strategic Asset Management Plan which links Asset Management Objectives to Organisational Objectives achieving the best service outcome for the community</p>
	<p><b>ACCESSIBILITY</b> We intend to meet best practice standards for accessibility</p>
	<p><b>SOCIAL INFRASTRUCTURE</b> We intend to ensure our social infrastructure meets the needs of the community</p>



[www.whitsundayrc.qld.gov.au](http://www.whitsundayrc.qld.gov.au)

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