

*Mackay, Queensland*

**OCTOBER 22-25**

## Industry Forum

**Monday 22 October 2018: 9:30am – 4:30pm**

The Mackay region was forged on the back of the sugar industry and in recent years has matured and diversified in to the resource services hub of Australia. Following the most prolonged period of growth in recent history, Mackay has now established itself as a modern, regional city.

The region's growth is fuelled by the strength of a diversified economy, led by a globally recognised engineering resource sector, resurging agribusiness, and growth in construction, education, logistics and tourism.

While the Mackay region possesses a strong and resilient economic foundation, it continues to leverage off natural advantages and look for emerging opportunities.

Investment opportunities are ripe throughout the region and council has a determined focus on setting and supporting an active economic and industry development agenda. The Industry Forum will discuss the impact and effectiveness of stimulus initiatives within the Mackay region, as well as recent collaborative projects that are driving diversification through industry partnerships.



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### Program Highlights

#### City Revitalisation Tour

Exploring recent redevelopments within Mackay City Centre, future capital projects of regional significance, and Australia's leading engineering and industrial hub for the resource sector

#### Welcome

Cr Amanda Camm, Mackay Regional Council

#### Beyond the Boom: the Mackay story

Mackay Region has faced its share of challenges over the last five years and is now entering a period of renewed growth and confidence. Mackay Regional Council has taken a proactive role in the region's economic development by introducing a range of stimulant programs, projects and initiatives such as:

- Invest Mackay Facilitating Development and Invest Mackay Conference and Events Attraction Programs
- Mackay City Centre Revitalisation Project
- Dudley Denny Library Project
- Regional Sports Precinct Project
- Façade Improvement Scheme
- Activate My Place (AMP!) Funding Scheme
- Mackay Waterfront Priority Development Area
- Global Reach Program

#### Collaboration across the Resource Sector

The challenges within the resource industry over the past few years have seen the sector embrace innovation, technology and best-practice

management to lift productivity and reduce operating costs. This session will focus on how businesses and industry leaders adapted to the new conditions, and are transforming the Mackay region into a thriving and innovative centre for resource excellence

#### Panel Discussion - Growing Greater Whitsunday

Diversification is key to Mackay's ongoing sustainable economic growth. Hear how our regional leaders in the agricultural industry are diversifying, value-adding and tackling environmental sustainability to ensure we have a productive and competitive agricultural economy reflective of changing global trends. This is a facilitated question and answer session with regional industry champions

#### Developing International Education and Training Opportunities in the Greater Whitsunday

The recently formed study cluster, Study Greater Whitsunday, brings together regional stakeholders interested in pursuing opportunities within the international education and training sector. Although a regional area, significant opportunities have been identified in the mining, edu-tourism and agricultural industries. This session will hear from stakeholders involved in establishing the cluster, and the projects already underway

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