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MEDIA RELEASE

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ECONOMIC DEVELOPMENT STRATEGY - LONGREACH REGION

Longreach Regional Council has commissioned consultants SC Lennon & Associates to prepare an economic development strategy for the Longreach Local Government Area.

The economic development strategy will identify opportunities for facilitating investment, for the consideration of Council and other stakeholders in the Longreach Regional Council Area. Information on the local economy will be presented in a format to encourage participation by both existing and prospective new business and industry in the region.

The economic development strategy will be prepared and delivered within a broader regional framework of community visioning currently being facilitated by the Central Western Queensland Remote Area Planning and Development Board (RAPAD). A community planning day will be facilitated by RAPAD in Longreach in February. This will be part of a series of community visioning workshops across the wider region which will also provide important context for the Longreach Regional Council Economic Development Strategy.

Director of SC Lennon & Associates, Mr Sasha Lennon said work on Council's economic development strategy has already begun after the consultant team made a presentation to the Longreach Business Community Network breakfast at the Jumbuck Motel on Tuesday morning.

"We've already made a number of observations regarding some of the challenges, constraints and opportunities for economic development in the Longreach region. These include the impact of the drought on key sectors of the economy and the opportunities presented by the growth in tourism."

"Other opportunities worth exploring further include potential new economic drivers like renewable energy and the emergence of the digital economy."

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Mr Lennon said the economic development strategy will identify actions to help address current challenges and constraints on economic development as well as opportunities to diversify and strengthen the Longreach region's economic base in a sustainable and balanced way.

The Chief Executive Officer of the Longreach Regional Council said that he “was grateful for the attendance of business people and members of the community who attended the Breakfast Meeting hosted by Alison and Rhett Mobbs at the Jumbuck Hotel on Tuesday Morning. This provided the consultants and the community with the opportunity to ‘set the scene’, gather valuable information and to prepare for the next stage which will be to hold workshops in early March in order to receive further contributions towards the strategy. It was pleasing to be able to refer to a business group to assist with invitations and be present at the inception stage of the Strategy. I am hoping that the Business Group formalises itself into an official, formal group with which we can refer to in the future.”

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