



GREATER WHITSUNDAY ALLIANCE
MACKAY ► ISAAC ► WHITSUNDAY

Annual Report



Making the Greater Whitsunday region strong for generations.

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The Greater Whitsunday Alliance team live and work in Mackay Isaac Whitsunday region and long before these places were known by their colonial names they were actually known as Yuwibara, Koinmerburra Barada Bana, Wiri, Birri, Ngaro, Gia, Juru, Jangga and Birriah respectively. We would like to acknowledge the traditional owners of the Greater Whitsunday region, and their continuing connection to the land, water and community. We pay our respects to Elders past, present and emerging.



Mackay Sugar Limited

Greater Whitsunday Alliance (GW3) creates opportunities for the Greater Whitsunday region to realise its full potential.

The organisation is a strategic and coordinated point of contact for local, national and international networks and advocates for projects and opportunities from both government and the private sector. Greater Whitsunday Alliance also delivers a range of economic development focused projects and leads economic research to help support and promote prosperity across the broader region.

GW3 is the parent company of C-Res – a cost neutral entity operating as a social enterprise in some of Australia's most remote mining communities.

GW3 drives economic development in the region in the following ways:

Advocate:

Be a strong voice for economic development opportunities on behalf of the region.

Collaborate:

Convene, partner and facilitate alignment of key stakeholders to advance collective objectives.

Attract:

Encourage investment, funding and business growth in the region.

Inform:

Track and consolidate economic development resources and data to inform strategic decisions.



A message from our Chairperson

2021-2022 has been a year of positioning the Greater Whitsunday region for the wealth of opportunities that lay ahead of us. From opportunities in our traditional sectors to the growth of new and emerging sectors, Greater Whitsunday Alliance (GW3) has worked diligently to ensure our region delivers the “FOR GREATER” mantra that is shifting the way our region is traditionally viewed.

Over the past twelve months, the GW3 Board and management have deliberately and carefully identified, understood, and engaged in new and emerging industries such as aerospace, aquaculture and biomanufacturing that will underpin a transition to a broader and more diverse economy that will sustain the region for generations to come.

This region has access to world-class resources, both natural and manufactured, and it is these resources – in conjunction with our traditional powerhouse sectors: resources, METS, agriculture, and tourism – that are coming together to deliver opportunities that will bring about major long-term change. In a world that is demanding more in the areas of circular economies, decarbonisation, and diversification, GW3 has been

at the forefront of delivering the message that our region has what is needed to lead this change. As an organisation, we have worked hard to articulate these ambitions for our region and structure our program delivery accordingly. Directors oversaw the development of the GW3 Strategic Ambitions Summary, and our operational team now work to a new delivery and reporting framework to update the Board and shareholders on progress at bi-monthly intervals.

// GW3’s core role as a super-connector is to secure investment in vital infrastructure and job-creating, future focused projects, to build the bottom line for not just our region, but Queensland and Australia.

And just like sourcing investment for the region is vital for the

future, we also need to ensure digital connectivity is maximised to remain competitive in an increasingly technology focused world.

In the last financial year, GW3 created a Regional Digital Project role. The role is to develop a regional digital roadmap and manage the delivery of the Isaac Digital Connectivity Project to significantly improve internet speeds in the Moranbah and Dysart communities.

The Greater Whitsunday Digital Roadmap, which will be released later in 2022, will identify the region’s digital gaps and provide a plan moving forward to keep our region globally competitive. This has been an important initiative for the organisation and will guide future funding and planning decisions.

The region's Agribusiness Futures Alliance has been strategically planning the future of the agriculture industry, by identifying shared challenges and opportunities within this very broad sector. Supporting the adoption of agtech has also been a key focus of the work of the Alliance.

Thanks to a successful FIAL (Food Innovation Australia Limited) grant, the Greater Whitsunday AgTech Hub project, develops future education, skills, and training solutions to support the necessary evolution of the agriculture sector in the region. The Hub also showcases regional producers and farmers who are early adopters of technology, and how they are shaping the industry into the next generation. In years to come, this work will be integral in increasing the efficiency and productivity of this billion-dollar sector.

Over the last year, GW3 itself leveraged technology to support our advocacy efforts. The Greater Whitsunday Virtual Reality Tour and 360 video tells the story of regional economy and industries using VR headsets. Created to share with industry and government stakeholders who may not be able to visit all key destinations in our region, the virtual reality tour travels as far north as Bowen to experience the emerging industry of aerospace and south to Ilbilbie and the world of aquaculture and prawn farming.

GW3 continues to enjoy a positive and productive relationship with our three primary shareholders: Mackay, Isaac and Whitsunday Regional Councils and I would like to thank Mayor Greg Williamson, Mayor Anne Baker and Mayor Andrew Willcox and their respective teams for their ongoing support of GW3.

The past year has also seen the renewal of a five-year private partnership with BHP to continue strategic program delivery, including workforce development, digital infrastructure and planning, technology adoption, water as an enabler and research and data. This strategic partnership provides vital funds to support the Greater Whitsunday's For Greater vision.

This year saw the departure of inaugural director Paul McLaughlin. I would like to thank Paul for his valuable insight, professionalism and commitment to the organisation and the region. We also welcomed new directors, Red Cat Adventures Director Asher Telford and Bowen Gumlu Growers Association General Manager Ry Collins. Both will add significant value through their unique skill sets and relevant industry experience to support the strategic outcomes of the organisation. We will continue to ensure our Board remains fresh and dynamic, and offers a broad range of industry experience and skills.

GW3 has continued to be a strong economic development organisation representing the entire region, and its growing influence is testament to the skills and commitment of the Greater Whitsunday Alliance directors and experienced operational team.

I would like to take this opportunity to acknowledge the excellent work done by our CEO, Kylie Porter, and also acknowledge the very strong and professional team Kylie has working with her. Since 2017, the organisation has grown to a team of 11 who are committed to seeing the Greater Whitsunday region reach its potential. We thank them all for the excellent work they do for this region. The Board and management will remain focused and work diligently to ensure the ongoing success of our traditional sectors, but work equally hard to support and unlock the value in our emerging industries.

// Moving into the coming year, GW3 will continue to be future-focused, super-connectors who identify and promote sustainable economic initiatives for the Greater Whitsunday region. GW3 is leading our region into a new and exciting era.

We're for greater.

Thank you
Tony Caruso, GW3 Chairperson

1 Melissa Johnson
February 2019 - Current



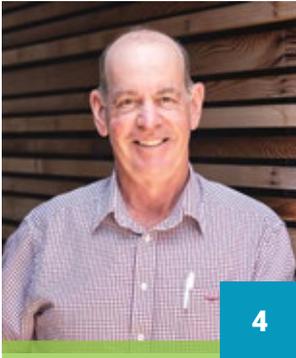
2 Jordan Miller
January 2017 - Current



3 Mayor Greg Williamson
October 2017 - Current



2021-2022 Board of Directors



4 Paul McLaughlin
January 2017 –
December 2021



5 John Fordyce
May 2020 – Current



6 Tony Caruso
December 2020 – Current



7 Asher Telford
February 2021 – Current



8 Caroline Fritz
December 2017 – Current



9 Jannik Olejas
March 2021 – Current



10 Ry Collins
February 2021 – Current



11 Kylie Porter
CEO November 2019 – Current



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GW3 engaged with stakeholders and the community to identify opportunities to achieve continued prosperity for the region. This year, GW3 connected with all levels of government, attended national conferences and led delegations.

1 // Behind the scenes of filming Virtual Reality video at the QUT Mackay Renewable Biocommodities Pilot Plant. 2 // Behind the screens of filming For Greater Careers video series. 3 // CEO Kylie Porter was a key voice at the Mackay Energy and Biofutures Roundtable meeting at Resources Centre of Excellence. 4 // Greater Whitsunday Alliance took a tour of the Townsend Industries test plant site of the Tilby Separation System. 5 // GW3 and Construction Skills Queensland (CSQ) toured BHP's FutureFit Academy, hosted by Richard Mumby who looks after Student Apprenticeships at the academy. 6 // GW3 CEO Kylie Porter attended a workshop hosted by The Committee for Brisbane to discuss regional opportunities associated with the Brisbane 2032 Olympics and Paralympic Games. 7 // GW3 board meeting held at Signature Beef at Kimberly Station in the Isaac, with GW3 chairperson Tony Caruso, CEO Kylie Porter and GW3 directors Melissa Johnson, Paul McLaughlin and Jannik Olejas with Signature Beef's Josie and Blair Angus. 8 // Isaac Small Business Month Lunch and Learn with Allan Pease. 9 // Minister for Agriculture and Northern Australia David Littleproud MP in the region. 10 // GW3 Digital Connectivity Program Coordinator Vicki Smith with the NBN Co team at the LGAQ Conference in Mackay. 11 // GW3 CEO Kylie Porter, Minister for Industrial Relations Grace Grace, Member for Mackay Julieanne Gilbert and Minister for Employment and Small Business and Minister for Skills and Training Queensland Di Farmer at the Queensland Parliament Showcase in Brisbane as part of our regional delegation. 12 // Teachers from across Mackay took part in a Future Anything Professional Development workshop hosted at CQUniversity.



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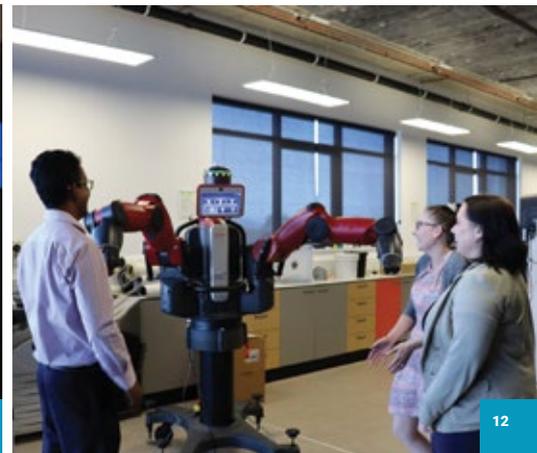
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GW3 Highlights

In the past financial year, Greater Whitsunday Alliance has continued to be the lead organisation to drive sustainable growth and promote liveability for the Greater Whitsunday region.

Career Education Module Project

// GW3 will continue to lead future education and workforce development with the Career Education Module Project, which was launched in March 2022. This is an initiative of the Mackay Regional Jobs Committee (RJC); which is proudly supported and funded by the Queensland Government.

Designed to develop a stackable Career Education program for schools in the Greater Whitsunday region, the module will leverage the data recently released under the RJC to assist students to identify the current and emerging work opportunities they could pursue in the region.

These modules will help teachers in high schools, in the Greater Whitsunday region, to support students in planning their futures in learning and work.

The first module will target grade 10, to assist with the subject selection required prior to commencing senior years as a free resource. Development of modules for years seven through nine is planned, as a result of requests from consultations held with industry and educators in the region.



Grants and Funding Service

// The Grants and Funding Service, launched in August 2021, has strengthened the region through capability, grants and financial investment.

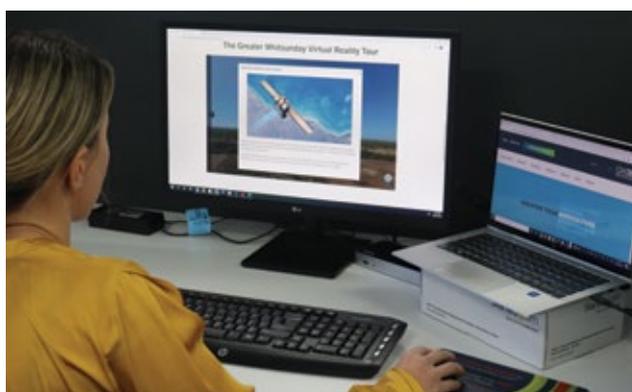
Through the partnership with the Local Buying Foundation, the Grants and Funding Service aims to build and extend the awareness and understanding of a range of funding opportunities, coordinate and broker grant support services and grow regional capability to achieve successful grants.



The service is bridging the gap between funding opportunities, service providers, business, industry and community organisations to address regional priorities and opportunities for future growth and transformation for the Greater Whitsunday region. In March, the Greater Whitsunday Grant Finder was launched, which gives businesses and community groups greater visibility of grant and funding opportunities, and is a joint initiative of Mackay, Isaac, Whitsunday Regional Councils and GW3.



Virtual Reality Tour



// The Virtual Reality Tour was created to take a greater look at some of the Greater Whitsunday region's traditional and emerging industries through virtual reality technology.

The Greater Whitsunday Virtual Reality Tour takes you on a journey across our region's diverse industries and sectors. The virtual tour travels as far north as Bowen to experience the emerging industry of aerospace and south to Ilbilbie and the world of aquaculture and prawn farming.

There are seven stops on the tour that also feature some of our region's traditional industries, including mining and METS (Mining, Equipment and Technical Services), agriculture and tourism, which together tell the story of our diversified economy.

The Greater Whitsunday Virtual Reality Tour complements a 360-video virtual reality experience, created to share with industry and government stakeholders who may not be able to visit all key destinations in our region.

The virtual tour shares the Greater Whitsunday's future vision and how industry and businesses in our region are changing and embracing new ways of thinking to evolve.

The Greater Whitsunday region is the place to be if you have an interest in innovation, technology and exciting job opportunities.

A year at a glance



ENGAGEMENT

150+

Meetings with key industry, government and community stakeholders



FUNDING

\$821,609.90

secured in project funding for 2021-2022



STRATEGY

3 FINANCE, AUDIT AND RISK COMMITTEE MEETINGS



7 BOARD MEETINGS



MEDIA EXPOSURE

Facebook and LinkedIn combined post reach

84,000 IN A YEAR

Average Post Reach

4,000

 A WEEK

Facebook Page Followers

2,000

LinkedIn Page Followers

800+

60+

 Traditional Media News Items

ADVOCACY

Regional delegation to Brisbane and Canberra, and attended meetings in Brisbane to liaise with State and Federal Ministers



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1 // Participants in the AgTech workshop were all smiles as they began the action plan for the Greater Whitsunday AgTech Hub.

2 // Queensland Premier Annastacia Palaszczuk addresses the Greater Whitsunday Regional Showcase evening at Queensland Parliament.

3 // From left, Isaac Regional Council Mayor Anne Baker, GW3 director Ry Collins, GW3 director Asher Telford, GW3 CEO Kylie Porter, Member for Whitsunday Amanda Camm, Isaac Regional Council CEO Jeff Stuart-Harris and Resources Centre of Excellence CEO Steven Boxall at the Greater Whitsunday Regional Showcase in Brisbane.

Deliverables



Agriculture and Aquaculture

// Continue to develop and work with industry stakeholder as part of the Mackay Isaac Whitsunday Agriculture Futures Alliance Project. A key activity of the Alliance is to deliver the MIW Agribusiness Supply Chain Baseline Study, in collaboration with the Cooperative Research Centre for Northern Australia. The baseline study will identify the key regional agricultural products for export and identify the associated potential export markets for these products.

// Successfully apply for funding to launch the Greater Whitsunday AgTech Hub to develop future education, skills and training solutions to support the necessary evolution of the agriculture sector in the region, including the development of an Agtech Portal platform.

// Enhancing innovation ecosystems to identify new opportunities and sectors for future growth.

// Successful completion and launch of the Mackay Isaac Whitsunday Regional Water Strategy, bringing together resources to identify opportunities to drive economic growth through optimising accessibility to available water resources and assets in the MIW region.

// Commenced collaboration with TAFE Qld, CQUniversity, RDA GW and other stakeholders on the Agriculture and Aquaculture Tech Skills Hub, to identify priority skills development required for the agriculture and aquaculture sector.



Biofutures

// Continue to lead the Greater Whitsunday Biofutures Leaders Group, comprising stakeholders with decision making influence and to provide stewardship of regional biofutures strategy development and delivery. Advocacy to key decision makers from both industry and government is a key function of the leaders group.

// Through the Queensland Connects program (an initiative of the Department of Tourism Innovation and Science (DTIS)) linked to the Biofutures Leaders Group, the Queensland Connects program is designed to enhance collaboration and strengthen biofutures, a comparative advantage identified for the Mackay region.

// Commence work on developing a regional Biofutures Blueprint for the Greater Whitsunday region.



Aviation and Aerospace

// Continue to advocate and support the space launch facility at Abbot Point, north of Bowen, with proponents Gilmore Space Technologies.

// With key stakeholders, participate in the scoping of a Greater Whitsunday Regional Aviation Strategy to capitalise on key regional aviation strengths to help drive economic growth across the region.



Mining and METS

// Work closely with the Resources Centre of Excellence on future stages, including the Future Industries Hub and Isaac satellite facility.

// Continue to support the Mackay Isaac Whitsunday SME METS Export Hub and enhance Greater Whitsunday development of METS export opportunities.

// Invest in research to understand MIW METS supply chain international and companion market opportunities based on strengths and capabilities.



Education Skills and Training

// Through the Regional Jobs Committee (an initiative of the Department of Employment, Small Business and Training (DESBT)), specific projects supported through the Regional Jobs Committee framework include:

- Development of the Stackable Career Education Program, a regionally focused career module to assist students to identify the current and emerging career opportunities to build job readiness.

- Educator Professional Learning Program, to create a shared understanding, common language and build connections around the current and emerging opportunities available in the region.

- Cross Industry Skilling Project, development of a model to support workers to identify and attain the required skills that allow them to transition between industries.

// Enhancing innovation ecosystems to identify new opportunities and sectors for future growth.

// Support the activities of the Queensland Future Skills Partnership – a collaboration between industry and training providers to fast-track development of curriculum in technology focused areas to meet regional demand.



Tourism

// Continue advocacy for opportunities for investment of the region's tourism infrastructure and support trade developments.



Digital

// Commence facilitation of the \$3.5M Isaac Digital Connectivity Project in partnership with BHP Vital Resources Fund and Telstra to improve digital speeds in Dysart and Moranbah.

// Through leadership of a Regional Digital Connectivity Forum, commence work on the Greater Whitsunday Regional Digital Roadmap project, to deliver the region's first digital strategy to help realise the region's ten-year digital vision.



Greater Whitsunday Alliance + C-Res

Greater Whitsunday Alliance is the parent company of C-Res – a cost neutral entity which delivers the Local Buying Program (LBP) through a strategic partnership with BHP.

The Local Buying Program is now proudly delivered across all BHP Minerals Australia assets in Queensland, New South Wales, South Australia and Western Australia. A Local Buying Foundation (LBF) operates in Queensland, New South Wales and Western Australia and is a critical element of the Local Buying Program in each state.

\$837M

TOTAL ACTUAL
SPEND SINCE 2012

\$198M

TOTAL ACTUAL SPEND
2021-2022

29,940

PAYMENTS TO LOCAL
BUSINESSES 2021-2022

8.11 days

AVERAGE PAYMENT
DAYS 2021-2022

Audited Financial Statement

Greater Whitsunday Alliance invests in its resources to facilitate activities that support the growth and development of industry, business and community in the Mackay Isaac Whitsunday region.

GW3's core activity is to drive advocacy efforts and investment in areas that diversify the regional economy; infrastructure development; liveability and supply chain enhancement. GW3 maintained a surplus in the 2021-2022 financial year and received an unqualified audit from independent auditors.

Looking forward

Advocacy will continue to form a pivotal focus of Greater Whitsunday Alliance, and the organisation will continue to host and pursue targeted meetings with key decision makers from both industry and government to ensure we are driving the region in a positive direction.

As the future-focused, super-connector organisation to drive sustainable economic growth for the Greater Whitsunday region, GW3 will drive economic development in the region through advocating, attracting, collaborating, and informing through our ambitions across key sectors:

// Agriculture and Aquaculture

Continue to support the growth of the Greater Whitsunday agriculture and aquaculture sectors through diversification of trade opportunities, skilling and training development, identification of value-added commodities and adoption of technology.

// Decarbonisation and Diversification

Create a decarbonisation and diversification plan for the Greater Whitsunday region.

// Digital

Release the Greater Whitsunday Digital Roadmap to identify the next steps to support growth.

// Infrastructure, Energy and Aviation

Ongoing focus on infrastructure, energy and aviation opportunities that close gaps and meet our purpose and ambitions.

// Mining and METS

Develop a roadmap for METS sector diversification:

- Explore non-coal opportunities
- Horizon sectors including biomanufacturing, defence, aerospace and more
- Export trade and import replacement.
- Skilling and training development in the mining and METS sector.
- Identify end of life mine site diversification to support economic prosperity.

// Research and Analysis

Continue to deliver data-driven information that underpins GW3's strategic purpose and role.

// Tourism

Model the aspirations and infrastructure requirements for a transformed Greater Whitsunday tourism sector.

// Water

Facilitate recommendations from the MIW Regional Water Strategy and work with stakeholders on identified actions.

// Workforce Development

Deliver multiple strategic workforce development initiatives to ensure a dynamic, responsive, and capable workforce that meets the needs of industries now and in the future.





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