



GREATER WHITSUNDAY
**Regional Jobs
Committee**

ACTION PLAN CASE STUDIES

The following case studies highlight activities undertaken by the Greater Whitsunday RJC under the 2025-27 Action Plan.



Greater Businesses Series

Inside the Engine Room: Improving Business Performance one Cog at a Time

About Greater Businesses

The Greater Businesses series aims to strengthen local workforce capability and enhance awareness of existing programs and initiatives that address workforce challenges and support business growth. The series delivers three hybrid events across the Greater Whitsunday region, each focusing on specific local workforce issues and providing tailored solutions and practical support to small and medium businesses. The series contributes to a more connected, resilient, and robust local workforce ecosystem.

Inside the Engine Room: Improving Business Performance one Cog at a Time

The first event in the Greater Businesses Series, Inside the Engine Room: Improving Business Performance One Cog at a Time, was held on 9 June 2026 in Moranbah and delivered in partnership with the Isaac Business Chamber. The session featured keynote speaker Keenan Jansen, an experienced operations leader with nearly 30 years' experience across heavy industry, manufacturing, commercial services, and agriculture. Keenan shared practical, results-focused strategies to help business owners and leaders improve decision-making, strengthen teams, and drive consistent business performance.

The event was open to businesses across the Greater Whitsunday region seeking practical solutions to improve business performance. In addition to the keynote presentation, the Greater Whitsunday Regional Jobs Committee showcased Queensland Government workforce and business support programs available to local employers.

With 15 business leaders from the Isaac regions in attendance, the event received excellent feedback: 100% of participants rated the event as good or very good, and 92% reported a stronger understanding of available business supports.



**Want to learn about the event: Inside the Engine Room?
Contact GW3 for access to the event slides.**



Keenan Jansen shared practical, relatable strategies that made improving processes and business performance feel uncomplicated and easy to apply in everyday business life...



I really value face-to-face events like this. It's a great opportunity to connect with other local businesses, share ideas, and walk away with practical insights you can actually use....

Greater Connections

About Greater Connections

The Greater Connections video series highlights Queensland Government-funded programs that support workforce development, business capability, and community participation across the Greater Whitsunday region. Through engaging video storytelling, the series connects local businesses, stakeholders, and communities with practical initiatives that strengthen skills, improve employment outcomes, and build regional resilience.

Skilling Queenslanders or Work Program

Launched as part of the Greater Connections video series, this feature highlights the Skilling Queenslanders for Work (SQW) program and its impact across the Greater Whitsunday region. The video showcases how SQW supports individuals facing barriers to employment through training, mentoring, and pathways into work, while also creating value for local businesses seeking job-ready candidates. Delivery in the region is supported by providers including Ideal Placements. Filmed in Mackay, the video includes perspectives from program participants and local employers, highlighting real experiences, outcomes, and partnerships.

Greater Connections Results

This short-form video will be shared across social media in July 2026 and hosted on the GW3 / RJC website and YouTube, providing a trusted resource for businesses to better understand the program and how to get involved.

Watch the video here: TBD

