



2024/2025

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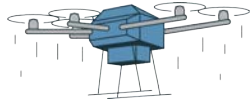


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The Road Ahead



The Greater Whitsunday Alliance team lives and works 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.



Greater Whitsunday Alliance role as super connector

GW3 is an independent, regional economic development body that represents and advocates for the Mackay Isaac Whitsunday region.

PURPOSE

GW3 is a future-focused super connector driving sustainable economic growth for the Greater Whitsunday region.

STRATEGIC AMBITIONS

GW3 has identified five strategic and interconnected accelerators that exist across all sectors, and targeted program with a distinct focus on specific regional needs and challenges.

ACCELERATORS

- Decarbonisation
- Digital
- Diversification
- Infrastructure, Energy + Water
- Workforce Development



CORE SECTORS

Core sectors are the backbone of our economy and reflect our regional economic identity

Mining + METS



Tourism



Agriculture



ROLE

Everything we do is underpinned by our core roles:

ADVOCATE, COLLABORATE, ATTRACT and INFORM.

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

Attract: Encourage investment, funding and business growth in the region.

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

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



PROGRAMS

Targeted programs with distinct focus to address specific regional needs

Isaac Business Chamber: Support the establishment of the Isaac Business Chamber

Message from GW3 Chairperson

2024—2025 has been a year defined by evidence, advocacy, and action for the Greater Whitsunday region.

From the launch of our digitally enhanced Project Register to the release of four cornerstone research reports, GW3 has strengthened its position as a data-driven voice for regional growth. Backed by collaboration and clear priorities, we are shaping a future of greater possibilities for our industries, communities, and people.

This past year has been one of both momentum and proof for the Greater Whitsunday region. At GW3, we have always known that our people, industries, and communities are central to Queensland's prosperity — but in this financial year we set out to show it, not just say it.

We did this by leaning into data-driven storytelling. Evidence that gives our advocacy real weight and makes our voice even more difficult to ignore. The four major reports we delivered this year speak to that approach. From digital priorities and earth observation technologies to the true cost of flood-affected roads and diversification pathways for the METS sector, each piece of work has become a cornerstone in our advocacy. They don't just sit on a shelf - they go into Parliament; into ministerial meetings; into boardrooms and ultimately give decision-makers the facts they need to act.

Another significant milestone during this reporting period was the launch of GW3's digitally enhanced Project Register, now showcasing more than \$35 billion in regional projects across Mackay, Isaac, and Whitsunday. This dynamic tool enhances visibility of infrastructure, investment, and innovation opportunities, while supporting strategic planning and stakeholder engagement. It is more than a database — it is a data-driven platform that strengthens our region's focus on infrastructure development and economic diversification and connects us directly with investment proponents.

The release of the Greater Whitsunday METS Sector — A Revenue Diversification Strategy, developed in partnership with the Resources Centre of Excellence, was another landmark achievement. As a key deliverable of the Decarbonisation Accelerated Project, the strategy sets out a clear pathway for one of our most critical industries to embrace new opportunities while continuing to support the mining sector. With more than 700 METS businesses operating locally — the largest density in the southern hemisphere — our region's skills base is unmatched. The strategy identifies diversification pathways into emerging industries including critical minerals, renewables, bioenergy, biomanufacturing, the circular economy, aerospace and post-mining land use. It also outlines practical actions — from powering a transferable workforce and forging new partnerships, to exploring market opportunities and advocating for regulatory change. In short, it provides the framework to future-proof our METS sector, safeguard jobs, and expand the region's economic portfolio.

When you consider that the Greater Whitsunday contributes more than \$79 billion in economic output each year to the Australian economy, our role is significant. Our region has been borne and built from traditional industries including resources, manufacturing, tourism, and agriculture. Our growth has been driven by diversity — and our future will be built on our long-standing commitment to innovation, sustainability, and community.

But data alone doesn't tell the whole story. It's how we share it — and who we share it with — that creates change. Over the past year we've created a higher profile for our region than ever before. Our new website has become a living hub of research, reports, and stories. Our videos — from Greater Connections through to Greater Digital Skills — have reached tens of thousands of people, showing the faces and voices behind the numbers. And through traditional media, national conferences, and targeted campaigns, GW3 has secured a place as one of regional Queensland's most consistent and credible voices.

Our advocacy efforts have been front and centre. In Brisbane and Canberra, we took delegations of mayors, industry leaders, and community champions to ensure the Greater Whitsunday region's priorities were heard at the highest levels of government. Whether it was the call for investment in the Bruce Highway, the case for new industries, or the push for a fairer funding model for local government, our message was united: this region makes an outsized contribution for our state and national economy, and it deserves right-sized reinvestment.

Looking ahead, GW3's work is guided by five strategic and interconnected accelerators: Decarbonisation, Digital, Diversification, Workforce Development, and Infrastructure, Energy & Water. These accelerators cut across all industry sectors, and when maximised, they drive growth, innovation, and resilience our region needs to thrive.

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

This year also saw the departure of director Jannik Olejas. On behalf of the Board, I thank Jannik for his valuable insight, professionalism, and commitment to both the organisation and the region. At the same time, we welcomed new directors Andrew Wheaton, Principal of Whitsunday Anglican School, and Sean Milfull, from Whitehaven Coal. Their appointments strengthen GW3's leadership team and reflect our commitment to driving sustainable and inclusive economic development across the Greater Whitsunday region.

GW3's growing influence is grounded in the power of its people and the stories we tell together. Our strength lies not only in strategy and research, but in the commitment of our Board, our partners, and our team to turn vision into action. I want to acknowledge our CEO, Kylie Porter, and the dedicated GW3 staff, whose passion, professionalism, and belief in this region bring our work to life every day. Together, with the support of our communities, we remain committed to celebrating the success of our traditional sectors while unlocking the full potential of our emerging industries — ensuring that Greater Possibilities are not just imagined but realised.

There is no doubt that challenges are ahead whether it be geopolitical uncertainty, policy impasses at both state and federal levels and fluctuations in global trade making conditions tough for local industry. However, through connection, through collaboration, and through data that speaks louder than opinion, GW3 is staying focused on a future that abounds with Greater Possibilities.

Tony Caruso

Chairperson

Greater Whitsunday Alliance (GW3)

Board of Directors



Kylie Porter

CEO November 2019 - Current



Melissa Halliday

February 2019 - Current



Asher Telford

February 2022 - Current



Carolyn Fritz

December 2017 - Current



Mayor Ry Collins

February 2022 - Current



John Fordyce

May 2020 - Current



Andrew Wheaton

November 2024 - Current



Tony Caruso

December 2020 - Current



Sean Milfull

November 2024 - Current



Jannik Olejas

Olejas March 2021 - April 2024



Connecting the Dots

Our Year of Impact

Social Media Reach & Growth

Facebook: 254,000

LinkedIn: Followers up **+706** in 12 months (1,095 → 1,801), 22,000 impressions

Top Posts:

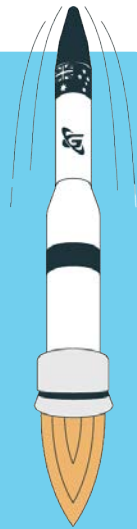
- Greater Business Series (34.6K views)
- Greater Connections video (16K views)
- AgTech Activators EOI (13.7K views)



Scan to view
LinkedIn
profile



Scan to view
Facebook
profile



Video & Multimedia

YouTube Growth: 155 total videos, 10 new playlists

Key campaigns:

- Greater Connections video series
- Greater Digital Skills case studies
- Decarbonisation Accelerated highlights

Short-form video proved the highest-performing content across social platforms.

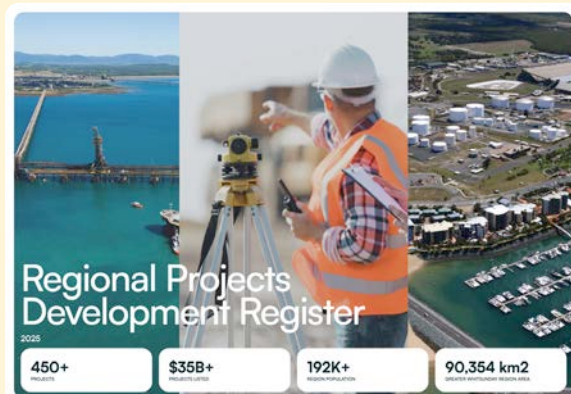
Media & Advocacy

Traditional Media: 40+ stories across 7News Mackay, WIN, ABC Tropical North, Mackay & Whitsunday Life

Delegations: Queensland Parliament showcase, Brisbane + Canberra advocacy trips

Federal + State Election Priorities Campaign: Strong LinkedIn traction + "Greater Possibilities" advocacy video

Project Register Launch: Key advocacy milestone in June 2025



Website & Digital

New Website Launched (Dec 2024)

- Improved design + navigation
- 15,000 annual visitors

Top referral sources: organic search, direct URL, social media

Key projects published online:

- 2025 Greater Whitsunday Project Development Register
- Regional Jobs Committee microsite (in development)
- Feature stories & reports on workforce, AgTech, and diversification



Scan to view
website



Key Achievements

Research Reports

Delivery of four major research reports that underpin regional advocacy and strategy:

Connect Greater Whitsunday Digital Priority Projects Report — Identifies infrastructure and connectivity priorities to support digital transformation.

Greater Whitsunday Earth Observation Economic Impact Assessment — Explores the potential of satellite and spatial technologies to drive innovation.

Economic Impact Analysis of Flood-Affected Roads — Provided robust evidence for state and federal election advocacy and parliamentary delegations.

METS Revenue Diversification Strategy Report — Outlines pathways for sector diversification and new industry opportunities.



Engagement, Strategy & Funding

- **150+ meetings** with key industry, government & community stakeholders
- **Funding:** \$917,133.71 secured to support regional programs
- **Regional Projects Pipeline:** 450+ projects across Greater Whitsunday listed in the 2025 Project Register (as of May 2025)
- **Governance:** 6 board meetings. 3 Finance, Audit & Risk Committee meetings



KEY WINS

52% YoY

LINKEDIN AUDIENCE GROWTH

now 1,801 followers

100k+

COMBINED SOCIAL VIEWS

2025

PROJECT DEVELOPMENT REGISTER LAUNCHED

as a flagship tool for investment attraction

VIDEO

Storytelling

EMBEDDED

across campaigns and advocacy

Accelerating Greater Possibilities

GW3 delivers impact through five interconnected accelerators that cut across all industries. Together, they drive sustainable growth, investment, and opportunity for the Greater Whitsunday region.

Decarbonisation

Supporting businesses and industries to transition to **low-carbon futures**.

Delivering practical tools, benchmarking, and events to **build awareness and adoption**.

Partnering with **education and industry** to create new skills and innovation opportunities.



Digital

By 2032, Greater Whitsunday aims to be Australia's most **hyper-connected** region.

Advocating for **digital infrastructure** and **connectivity upgrades**.

Enabling **technology adoption** that boosts productivity and creates smarter regional economies.



Diversification

Expanding and **transforming** legacy industries like METS, agriculture, and mining.

Attracting **new industries** such as biomanufacturing, aquaculture, and aerospace.

Positioning the region to **lead** in **future industries** and **global markets**.



Infrastructure, Energy & Water

Championing **critical infrastructure** like the Bruce Highway and regional water security.

Driving **renewable energy** adoption and investment in sustainable resources.

Exploring **innovative post-mining land use** and long-term regional planning.



Workforce Development

Putting **people at the heart** of regional growth.

Building pathways between education and industry to develop a future-ready workforce.

Supporting **local talent** to thrive in traditional and emerging sectors.



OPPORTUNITIES OF TOMORROW

Partnerships + Advocacy



CANBERRA DELEGATION, NOVEMBER 2024

Taking the Region's Voice to Canberra

In November 2024, GW3 joined regional Mayors and CEOs in Canberra to put the Greater Whitsunday's priorities on the national agenda.

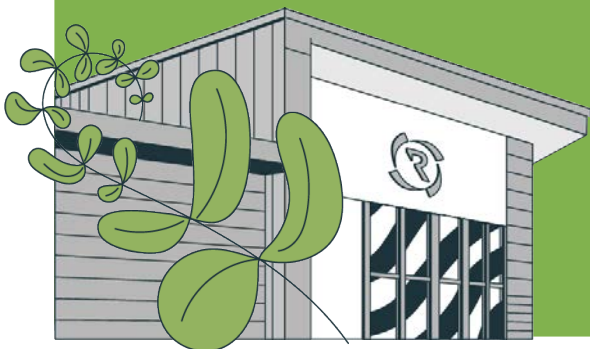
Over three days, the delegation held 13 meetings, hosted a regional advocacy dinner, and attended key parliamentary events, including the Annual Statement to Northern Australia.

The message was clear: this region delivers an outsized contribution to the nation's economy, and it is time for a right-sized reinvestment.

This region makes an oversized contribution to the nation's economy ... it's time to receive a right-size reinvestment.

Themes championed:

- Roads and infrastructure
- A true definition of "regional"
- Adequate funding for local government
- Future-facing industries, including aerospace



BRISBANE DELEGATION, APRIL 2025

Greater Possibilities at Queensland Parliament

In April 2025, GW3 led a delegation to Brisbane, joined by regional mayors, to showcase the economic strength and potential of Greater Whitsunday.

With the theme "Greater Possibilities", the delegation-built awareness among state parliamentarians — many new to their roles — about the region's role in powering Queensland's prosperity.

"The Greater Whitsunday region is the beating heart of Australia's prosperity - powered by its people."

— Kylie Porter, CEO, GW3

Discussions focused on securing **infrastructure certainty**, investment in **State Development Areas** (Mackay and Abbot Point), and policy support for agriculture and aquaculture.



Greater Possibilities Showcase



The True Cost of Road Closures

Roads remain the region's biggest barrier to productivity.

Research showed the Greater Whitsunday experiences an average of **71.8 road closures** for **140.6 days per year**, costing the regional economy **\$287M annually**.

“Average rainfall in Mackay is up to three times higher than South East Queensland. Closures after cyclones due to poor road infrastructure significantly hampers a community's recovery and our region's ability to remain productive.”

— Kylie Porter, CEO, GW3

Industry leaders echoed the urgency:

“Road safety is critical to the liveability of regional communities.”

— Jo Sheppard, CEO, Queensland Farmers' Federation

“The number and severity of road crashes is escalating at an alarming rate ... upgrades have not kept up with demand.”

— Rod Erwin, Chair, Road Accident Action Group

This evidence was central to GW3's state election advocacy, calling for long-term road investment across Queensland.



Costing
Queensland
Dearly Report



State Election
2024 Priorities
Document

Calling for Fairer Funding and Greater Possibilities

Ahead of the 2025 Federal Election, GW3 launched its **Greater Whitsunday Federal Election Priorities**, centred on “Greater Possibilities”.

“The entire Greater Whitsunday region makes an oversized contribution to the Australian economy, with a total economic output of \$79B annually.”

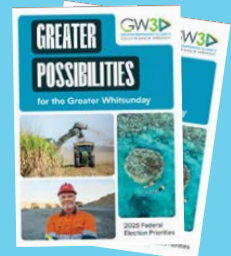
— Kylie Porter, CEO, GW3

The campaign called for:

- A fairer **funding model for local governments** (increase from 0.5% to 1% of total taxation revenue).
- **Investment in roads and digital infrastructure** to boost productivity.
- Support for **community-building projects**, including the Great Barrier Reef Arena (Olympics 2032 cricket venue), Whitsunday Marine Discovery Centre, Northern Beaches Road Network, and Isaac Royalties Road Package.



Federal Election
Priorities
Document



Powered by Partnerships

GW3's advocacy and impact is made possible through strong partnerships across government, industry, and community. These collaborations provide the foundations for regional growth, investment, and innovation.

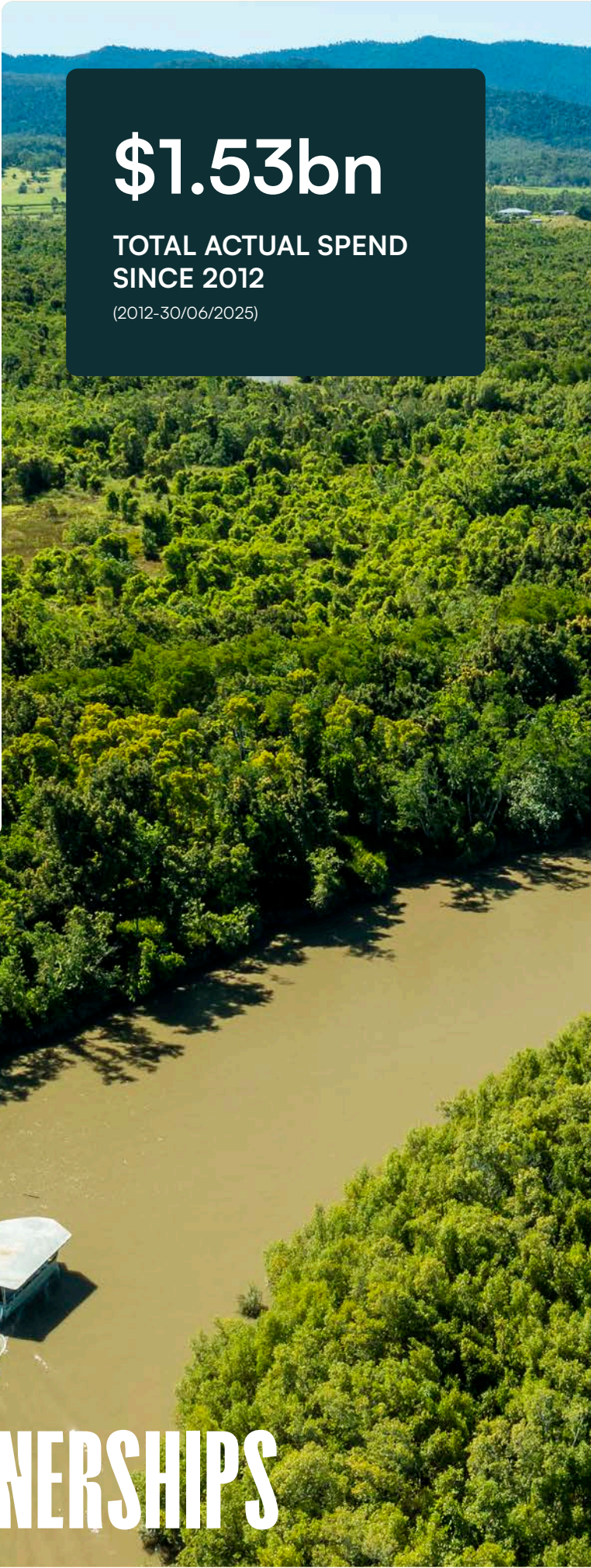
- **Mackay, Isaac & Whitsunday Regional Councils** — founding members driving liveability, economic strength, and regional collaboration.
- **BHP Mitsubishi Alliance (BMA)** — strategic partner in preparing the region for diversification, technology adoption, and workforce transformation.
- **Local Buying Foundation (LBF)** — supporting local business development and capacity-building across the Isaac region.
- **Queensland Government** — co-investing in workforce development, digital skilling, biomanufacturing, and the METS diversification agenda.
- **Advance Queensland** — fostering innovation, science, and entrepreneurship to drive new jobs in regional economies.

Together, these partnerships ensure GW3 can advocate with authority, deliver practical outcomes, and amplify the Greater Whitsunday region's contribution to Queensland and the nation.

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 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 operates in Queensland, New South Wales and Western Australia and is a critical element of the Local Buying Program in these states.



\$1.53bn

**TOTAL ACTUAL SPEND
SINCE 2012**

(2012-30/06/2025)

STRATEGIC PARTNERSHIPS



\$213m

**TOTAL ACTUAL SPEND
2024-2025**

32020

**PAYMENTS TO LOCAL
BUSINESSES 2024-2025**



6.9

**AVERAGE PAYMENT
DAYS 2024-2025**

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 2024-2025 financial year and received an unqualified audit from independent auditors.

The Greater Whitsunday Advantage

The Greater Whitsunday region is one of Queensland's most productive and diverse economies.

With an annual economic output of **\$75 billion** as of June 2025, a workforce of **95,000 skilled people**, and more than **90,000 square kilometres of resource-rich land**, our region is powering traditional industries while shaping new ones.

GW3 is proud to be the voice and super connector that drives investment, innovation, and sustainable growth across Mackay, Isaac, and Whitsunday.

\$75bn

ANNUAL ECONOMIC OUTPUT
(as of June 2025)

95,000

SKILLED WORKERS DRIVING NEW
AND EXISTING INDUSTRIES

\$35bn+

IN THE REGIONAL PROJECTS PIPELINE
(2025 Project Register)

450+

PROJECTS IN DEVELOPMENT
(as of May 2025)



Driving Growth Through Connection

Industry Strengths

The Greater Whitsunday region is a powerhouse of **mining and METS, agriculture and aquaculture, and tourism**. These established industries continue to anchor our economy and provide the foundation for long-term prosperity.

Future Opportunities

We are also emerging as leaders in **biomanufacturing, critical minerals, decarbonisation, circular economy projects, and aerospace**. These sectors represent the next wave of growth — creating new jobs, attracting post **mining land use**, investment, and securing our region's global competitiveness.

The Super Connector Role

GW3 is more than a connector - **we are the voice of the Greater Whitsunday region**. By sharing the stories of our people, industries, and opportunities, we ensure our region is heard in the places where decisions are made.

Through advocacy, partnerships, and storytelling, GW3 gives visibility to the challenges we face and the solutions we create.



Featured Stories

- **Golden nostalgia sparks new mine exploration in the Whitsundays**
- **The era of microbes and the new generation of food, fibre and fuel**
- **From the high seas to off road:** An adventure into diversification
- **Bots of Possibilities:** Forging Workforce Transformation



Scan the QR code to explore For Greater Stories - real examples of how Greater Possibilities are being shaped across Mackay, Isaac, and Whitsunday.

The Era of Microbes: A New Generation of Food, Fibre and Fuel

Biomanufacturing is redefining how we think about production — transforming waste streams into renewable solutions for food, fibre, and fuel.

The Greater Whitsunday region is uniquely placed to lead this new economy, with access to rich feedstocks, advanced logistics, and a skilled workforce.

“Microbes hold the key to creating a sustainable future, turning everyday waste into the building blocks of billion-dollar industries.”



Scan to read the full story

From the High Seas to Off Road: An Adventure into Diversification

Diversification is at the heart of regional resilience. From aquaculture to heavy vehicles, Greater Whitsunday businesses are branching out to explore new markets and opportunities.

These ventures are building stronger supply chains, creating new jobs, and showcasing the adaptability of our region's industries.

“Diversification is about backing our ingenuity and taking bold steps into the unknown.”



Scan to read the full story

Golden Nostalgia Sparks New Mine Exploration

The historic Dittmer Mine near Proserpine, once home to some of Australia's highest-grade gold, is being re-explored by Ballymore Resources.

Using modern technologies such as multi-element soil testing and geophysics, the project is uncovering untapped potential while opening new opportunities for local workforces, supply chains, and post-mining land use solutions.

“We really feel that Dittmer was an unloved piece of Queensland ... Opening up the historic workings has allowed us to gather invaluable information and reinforced our decision to invest further.”

— Andrew Gilbert, Ballymore Resources



Scan to read the full story

Bots of Possibilities: Forging Workforce Transformation

Forge Engineering is embracing Industry 4.0 with one of the largest ABB welding robots in the Southern Hemisphere — designed, installed, and operated right here in the Greater Whitsunday region.

More than just a machine, the project highlights the balance between technology and people power, with local boilermakers trained to work alongside the robot. Forge also opens its doors to students and apprentices, inspiring the next generation to see what modern industry looks like.



Scan to read the full story



Explore More

Scan to view the **2025 Greater Whitsunday Project Development Register** and discover the full picture of our region's economic strength and opportunity.

Deliverables



Decarbonisation

The Decarbonisation Accelerated project mobilised **235+ businesses and stakeholders** to take measurable steps toward decarbonisation and diversification, positioning the METS sector for long-term sustainability.

- **4 Leaders Group meetings** with 27 partners.
- **400+ participants** across 5 key events, including QME Decarbonisation, Net Zero workshops, and Continuing the Conversations (70+ attendees).
- Launched a **Decarbonisation and Gas Scope Emissions micro-credential** with CQUniversity/ BMA.
- Delivered **2 Benchmarking Surveys** (100+ responses each).
- Appointed **9 ESG Service Providers** to support business adoption.

Survey insights (2025):

- **71%** now rate awareness as high/very high (+11% on 2024).
- **61%** expect decarbonisation to change operations (+17%).
- **52%** report customers/suppliers require decarbonisation info (+75%).
- **31%** now measure emissions (+15%).

At Continuing the Conversation:

- **95%** rated ESG very/critically important (up from 86%).
- **88%** saw climate technologies as clear opportunities (up from 74%).

Through Decarbonisation Accelerated, GW3 is laying the foundation for a low-carbon future, helping businesses adapt while positioning Greater Whitsunday as a national leader in sustainable innovation.



Diversification

In FY24—25, GW3 drove diversification across METS, bioindustries, and post-mining land use.

- Activated the **METS Sector Revenue Diversification Strategy**, engaging 90+ stakeholders.
- Launched **METS & MORE campaign**, with 70+ participants at the launch:
 - 90%** rated diversification as very/critically important (up from 77%).
 - 69%** rated their understanding as well/very well (up from 30%).
- Secured funding via the **Regional Futures Collaborative Projects Program**, enabling BioVision, a digital tool to accelerate regional biomanufacturing.
- Hosted biomanufacturing delegations, including **evokeAg Sideline Tour** (QUT) and **Japan Bioindustry Association** (TIQ) with 35+ participants.
- Progressed post-mining land use through **enviroMETS Lighthouse Project** and the **Reimagine Rehab prospectus**, advancing regulatory reform, research, and commenced investment-ready opportunities.

GW3's diversification agenda is unlocking new pathways for investment, jobs, and innovation. From biomanufacturing to post-mining land use, the region is demonstrating its readiness to embrace future industries, broaden its economic base, and lead Queensland in building a more sustainable and resilient economy.



Digital

The Greater Digital Skill program provide 25 SMEs with access to digital skills to solve workforce challenges.

- Supported **25 local SMEs** to develop knowledge in AI, automation and digital security. Provided hands-on practical mentoring to integrate digital solutions to improve business operations.
- Mapped digital connectivity across the region and collaborated with local government to **develop 15 connectivity infrastructure business cases**.
- Secured \$288,000 to support local producers integrate AgTech for decarbonisation and enhance the Greater Whitsunday AgTech Hub.

Through the Connect Greater Whitsunday Program 15 connectivity infrastructure business cases were created to advocate for improved digital connectivity across the region.



Workforce Development

Greater Businesses brought together 74 participants from over 50 businesses through three region-wide events, tackling key workforce challenges and equipping local businesses to adapt and thrive in a changing economy.

- Delivered the **Regional Innovation Forum** with 250 attendees.
- Supported **20 local businesses** to adopt new technology.
- Secured **\$3 million in project funding** for regional initiatives.
- Released Greater Whitsunday **Geospatial Economic Impact Assessment report**.
- Delivered four **Greater Connections videos** in a social media campaign, achieving over 85,000 views.
- Successfully delivered the **2024-25 Greater Whitsunday Regional Jobs Committee (RJC) Action Plan**.
- Built the **Greater Whitsunday Future Finder website** and developed engaging content to prepare for its July 2025 launch.
- Delivered two **Greater Foundations teacher professional development events**, a suite of engaging content and upskilling 38 regional educators.

Through delivery of programs such as the **Greater Whitsunday Regional Jobs Committee (RJC)**, **Greater Businesses events**, and **Greater Foundations teacher professional development**, workforce development efforts focused on growing local talent, preparing an emerging sector workforce, and evolving existing skills to meet changing needs. These actions have laid the foundation for a stronger, future-ready regional workforce.



Infrastructure, Energy and Water

Infrastructure, Energy and Water are the backbone of the Greater Whitsunday region's prosperity, and GW3 has continued to champion critical projects and partnerships to secure long-term investment, resilience, and future-ready growth.

Bruce Highway Advocacy

- Backed stakeholder calls for long-term investment in **Queensland's key freight and passenger route**.
- Advocacy aligned with the Albanese Government's record **\$7.2B funding package**, bringing total federal investment to \$17B.

Agribusiness Water Efficiency

- Partnered with **Sugar Research Australia** to trial three water efficiency technologies across cane-growing sites.
- Linked results to GW3's **AgTech for Decarbonisation Program** and the **Federal On-Farm Connectivity Program**.

Post-Mining Land Use (Bowen Basin)

Formed a regional working group (IRC, WRC, GW3, RCOE) to shape a shared post-mining vision:

- Opportunity areas tailored to diverse mine sites.
- Use of stored mine water as a regional asset.
- New pathways beyond traditional "return to pastoral" land use.

Infrastructure, Energy and Water is both a standalone accelerator and a common thread across GW3's agenda — underpinning decarbonisation, diversification, digital transformation, and workforce priorities.

The Road Ahead



Workforce Development

- Launch Phase 2 of the **Innovation Hub**.
- Deliver **pilot projects** in circular economy and sustainable industries.
- Launch and expand the **Greater Whitsunday Future Finder** website.
- Commence **BioSkills initiative** to build regional capability for the emerging biomanufacturing sector.
- Deliver the **Greater Careers Connect mentoring program** for post-secondary youth.



Decarbonisation

- Deliver phase 2 of **Decarbonisation Accelerated** focusing on implementation of decarbonisation practices within SMEs.
- Deliver initiatives that **strengthen regional leadership** and build **capability in decarbonisation**.
- **Promote** the adoption of **decarbonisation technologies** across the region.
- Develop and pilot a **regional emissions reduction validation scheme**.
- **Secure partnerships** to amplify opportunities and accelerate the regional transition to a low carbon economy.



Diversification

- Continue the **diversification uplift** of the Greater Whitsunday METS sector through strategic initiatives and promote investment attraction.
- Expand the **METS & MORE campaign** to include more interactive digital resources and sector-specific opportunity guides, as well as business case studies.
- Accelerate **investment attraction** in biomanufacturing, including launching and promoting **BioVision**.
- Facilitate **cross-sector partnerships** in key emerging sectors to accelerate diversification.
- Connect stakeholders with the **Reimagine Rehab Prospectus** and identify and advance tangible initiatives that will progress economic opportunities connected to **Post Mining Land Use**.



Digital

- Phase 2 of Connect Greater Whitsunday - **Advocating for connectivity infrastructure**
- **Greater Digital Capability Mapping** - Enhancing the local digital skilling ecosystem.
- The GW AgTech Hub has secured Advance Queensland funding for a 3-year **AgTech for Decarbonisation Program**, commencing in January 2025. The program will expand the Hub's role as a regional innovation ecosystem, helping agribusinesses manage change and **seize opportunities through new technologies**.
- **AgTech ZeroIn**: Enabling connectivity and geospatial technology to **increase yield and ROI**. **METS ZeroIn**: Boosting efficiency with geospatial technology.
- Develop a feasibility study for the future development of a **Data Centre**.
- Continue to **explore Geospatial**
- Commence conversation around **Quantum readiness**.



The Greater Whitsunday region is more than just a place - it's a powerhouse of innovation, resilience, and opportunity. As the region's super connector, GW3 is proud to champion its diverse industries, foster strategic partnerships, and unlock the limitless potential of our communities. **Together, we're shaping a sustainable future where every opportunity is within reach and every voice is heard.**



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