

GREATER

POSSIBILITIES

for the Greater Whitsunday

GW3D
GREATER WHITSUNDAY ALLIANCE
MACKAY ► ISAAC ► WHITSUNDAY



**2025 Federal
Election Priorities**

The Greater Whitsunday region makes an oversized contribution to the Queensland economy.

As we approach the 2025 Federal Election, the Greater Whitsunday region is seeking investment to not just grow business and industry; but to support the fabric of regional communities in Australia's economic powerhouse zone.

THE GREATER WHITSUNDAY REGION

HAS THREE REQUESTS



Invest in the basics



Drive economic productivity



Support local projects to underpin community



Total economic output \$75.4B

GRP PER CAPITA (2024)



Greater Whitsunday



\$253,0808



Queensland



\$99,046



Australia



\$105,128

*Data — REMPLAN





MINING & METS

\$45.4B economic output from mining

\$5.7B economic output from manufacturing

- > Mining employs 19.4% of region's workforce
- > Bowen Basin is home to Australia's largest coal reserves, which is serviced by a large METS sector in Mackay

*Data — REMPLAN

AGRICULTURE & AQUACULTURE

\$1.98B economic output

Diverse agricultural commodities are significant industry contributors in Queensland and Australia.

- > 8.2% of Queensland's fresh produce, 27.2% of sugar, 10.6% of cattle
- > Aquaculture output is \$160M — over 60% of the value of the whole Queensland sector (total \$263m)

*Data — REMPLAN



TOURISM

\$1.8B economic output

- > 6.2% of Queensland leisure tourism market
- > 9,601 tourism jobs, employs 9.8% of region's workforce
- > In 2022, 3.3M visitors to the Greater Whitsunday region

*Data — REMPLAN

INVEST IN THE BASICS



IMPROVED FUNDING FOR LOCAL GOVERNMENT

Councils make our communities liveable — and Queensland councils are doing more for their communities than ever before.

Queensland local governments and the LGAQ are calling on the Federal Government to commit to a fairer funding model for local government. Councils currently receive Financial Assistance Grants worth just shy of 50 cents in every \$100 of tax paid by Australians (that's 0.5 per cent).

Restoring it to \$1 of every \$100 paid in tax and bringing the rate to 1 per cent of total taxation revenue, would go a long way towards guaranteeing the services communities count on from their councils.

It's time for a fair share for our councils and Greater Whitsunday communities with a more equitable model of local government funding.



ROADS

Lack of investment is costing our region dearly.

The poor state of the Bruce Highway and other significant roads in the Greater Whitsunday's road network is costing our regional community dearly.

Without action, road closures due to weather events and stagnant investment will cost the Greater Whitsunday economy \$1.4B in Gross Regional Product; \$126.1M in household wages and 2,146 FTE jobs over the next 8 years to 2032.

We acknowledge and welcome recent announcements regarding future funding arrangements for the Bruce Highway but it is not enough.



Ongoing investment in roads for the Greater Whitsunday region needs to be a priority for the 2025 Federal Election.

DIGITAL

Improved digital connectivity will define the Greater Whitsunday region’s prosperity into the next decade and beyond.

The region’s strategic digital working group has identified a list of digital infrastructure projects that are ready for investment and will drive safety, productivity and community outcomes.



CONNECT GREATER WHITSUNDAY DIGITAL INVESTMENT PACKAGE





 Mackay Region	 Problem	 Benefits	 Cost
Shoal Point	Limited mobile coverage in a growing residential area	Impacts 1,104 residents and 244 businesses	\$2.5M
Seaforth/Holiday Bay/Ball Bay/Cape Hillsborough area	Rural coastal areas suffer from sub-optimal connectivity, with limited 4G coverage and lack of access to 5G or high-speed fixed line internet	Impacts 1,233 residents and 254 businesses	\$4.75M
Mackay-Eungella Road	Mackay-Eungella Road area has poor to no mobile connectivity, causing unreliable internet access for local businesses and residents	Economic opportunities, tourism, development and addresses the needs of residents and businesses	\$7.5M
Sarina-Marlborough Road	Poor mobile connectivity and no 5G coverage	Improved mobile connectivity for residents, businesses and travellers	\$2.5M
McEwens Beach	Poor fixed wireless NBN and mobile coverage, lacking adequate digital connectivity for residents and businesses	Addresses the needs of residents and businesses	\$7.5M



Photo provided by Anglo American

📍 Isaac Region	⚠️ Problem	🌐 Benefits	💰 Cost
Peak Downs Highway	Poor to no mobile connectivity	Addresses the needs of 14,000 daily road users including travellers, heavy vehicle traffic and local businesses	\$5M
Fitzroy Development Road	Poor to no connectivity, inadequate infrastructure for agricultural technologies	Improved safety, economic opportunities and tourism appeal	\$2.5M
Marlborough-Sarina Road, including Clarke Creek	Poor to no mobile connectivity	Improved safety, economic opportunities and tourism appeal	\$5M
Nebo	Inadequate NBN infrastructure	Addresses the needs of businesses, residents, major events and economic growth	\$3M
Theresa Creek Dam	Poor to no connectivity	Enhanced safety, visitor experience and smart technology integration for water management	\$5M



📍 Whitsunday Region	⚠️ Problem	🌐 Benefits	💰 Cost
Airlie Beach	Inconsistent digital connectivity	Addresses needs for residents, businesses and tourists	\$5M
Shute Harbour	Lack of 5G coverage	Enhanced connectivity for tourism, safety and economic growth	\$5M
Conway Road, Wilson Beach and Cedar Creek Falls	Poor to no fixed line and mobile connectivity	Addresses the needs of residents, businesses and tourists	\$5M
Whitsunday Shores	Poor fixed and mobile connectivity	Addresses the needs of residents	\$3.25M
Bowen Development Road between Bowen and Collinsville	Connectivity gaps	Improved mobile coverage and connectivity for road users, local residents and businesses	\$5M



HOUSING

To meet conservative growth forecasts, as a region, we must build over 700 dwellings each year.

In 2024, there were just over 513 dwelling approvals across the region*. This shortfall in construction activity is hurting our region's economy and communities.

Regions have the solution — they need the support of Federal Government to unlock supply:

Quarantine 40% of the Housing Australia Future Fund (HAFF) facility for regional Australia. Under the current model, HAFF is poorly suited to regions due to limitations in access to tier 1 developers.

* Data- ABS, Building Approvals, Australia

INSURANCE AFFORDABILITY

Lack of affordable residential and business insurance is restricting the Greater Whitsunday region to grow and thrive.

The Greater Whitsunday region calls on the Federal Government to:

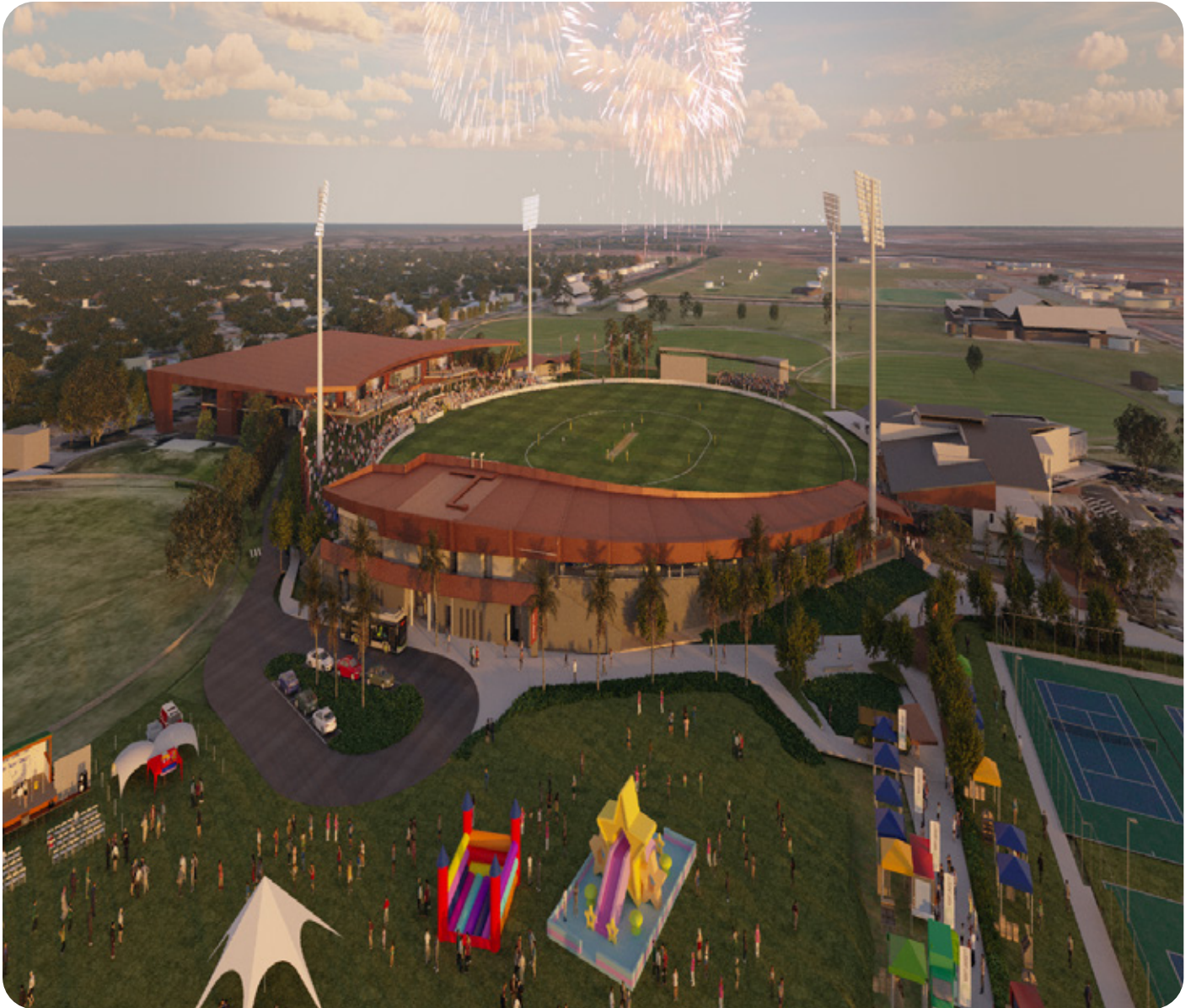
- > Enforce data transparency requirements for insurers in the setting of premiums as per the ACCC's recommendations
- > Undertake a review that makes changes to the Australian Cyclone Reinsurance Pool to extend the claims period for cyclone and flood related damage and expands the criteria.



DRIVE ECONOMIC

PRODUCTIVITY





GREAT BARRIER REEF ARENA STAGE 2



Investment

\$23.5M over 3 years

\$2.35M FY26

\$11.75M FY27

\$9.40M FY28

Total project cost \$47M



Location

Mackay

Electorate: Dawson



Impact

Great Barrier Reef Arena (GBRA) Stage 2 will enhance local sporting and major events facilities, catering to basketball, netball, and a vast array of other indoor sports. Stage 2 of the Arena will support inclusivity, with dedicated resources for disability sports and diverse athletes. GBRA Stage 2 is poised to serve as a venue for Brisbane 2032 Olympic and Paralympic Games events and training, promising significant tourism and economic stimulus pre, during and after the games.

Post games, the Arena will boost the region's capacity to host regional, state, national and international events, driving tourism and economic benefits.



PROJECT STATUS: SHOVEL READY



NEBO SHOWGROUNDS – STAGE 2 MASTERPLAN



Investment

\$9.75M over 2 stages

\$4.35M Stage 2A

\$5.4M Stage 2B



Location

Nebo

Electorate: Capricornia



Impact

This critical piece of community infrastructure supports industry, rural sporting pursuits, community groups and major events. It has an estimated local economic return of \$1.2 million.



PROJECT STATUS: MASTERPLAN READY

WHITSUNDAY COAST AIRPORT MASTERPLAN



Investment

\$30.9M over 2 stages

\$8.25M Air Transport Operations (ATO) Apron Works

\$22.65M Terminal Works



Location

Proserpine

Electorate: Dawson



Impact

Whitsunday Coast Airport is a critical enabler for the Whitsunday's tourism economy and resident liveability.

The 2024 Master Plan provides a staged development approach to long-term growth and highlights priority development to address critical areas of concern.



PROJECT STATUS: SHOVEL READY



WHITSUNDAY MARINE DISCOVERY CENTRE



Investment

\$4.5M over 2 stages

\$1.9M Stage 1

\$2.6M Stage 2



Location

Airlie Beach

Electorate: Dawson



Impact

50% of visitors to the Great Barrier Reef come via the Whitsundays LGA, yet no reef education and awareness exists. Funds will create virtual experiences, research spaces, and a coral rock pool for tourism and learning.



PROJECT STATUS: SHOVEL READY







SUPPORT LOCAL

PROJECTS TO

UNDERPIN COMMUNITY










MACKAY

 Project Detail	 Investment	 Impact	 Location
Northern Beaches Road Network Improvements	\$11M over 1 year To support Queensland Government \$20M funding for Mackay-Bucasia Road congestion improvements	Mackay-Bucasia Road is a vital corridor serving the rapidly growing Northern Beaches residential precinct. To support long-term solutions, Mackay Regional Council has developed alternative-parallel connections to Mackay-Bucasia Road. The immediate priority is extending Reed Street to connect with Norwood Parade in Beaconsfield to significantly improve local connectivity. This solution also offers better flood immunity, ensuring a more resilient transport network.  PROJECT STATUS: SHOVEL READY	Mackay Electorate: Dawson
Finch Hatton Mountain Bike Trail — Stage 2 Planning and Investigation	\$1M Stage 2 planning, design, approvals, land issues and ongoing project investigation	Mackay Regional Council is developing a network of world-class mountain bike trails in the picturesque Pioneer Valley. Stage one is complete and includes a purpose-built trailhead, pump track and 14.5 kilometres of airflow trails in Finch Hatton. Stage two will include a combination of airflow and gravity trails as well as a wilderness trail from Eungella to Finch Hatton. Planning and investigation works will continue. Construction is forecast to commence in 2026.  PROJECT STATUS: PLANNING AND INVESTIGATION	Mackay Electorate: Capricornia














 Project Detail	 Investment	 Impact	 Location
Royalties Road Package	\$103.50M over 5 years \$38.5M East West Connection over 5 years \$65M North South Connection over 5 years	The Isaac region produces 124M tonnes of coal with thousands of vehicles travelling across the region daily. Without safe roads for our communities and industry, the Isaac region cannot continue to deliver billions for the state and national economy.  PROJECT STATUS: PLANNING UNDERWAY	Isaac Region Electorate: Capricornia
Regional University Study Hub Program	5 year funding extension to Regional University Study Hub program	The Isaac region has 22,426 people living here permanently among 17 unique communities. Isaac Country Universities Centre calls Clermont and Moranbah home. Regional residents have opportunities to overcome challenges, foster innovation and access tertiary education in their communities. However, long term funding commitments to Regional University Study Hub programs are needed.  PROJECT STATUS: INVESTMENT READY	Moranbah Clermont Electorate: Capricornia
Community Child Care Fund	Increase community child care fund	Regional childcare centres are vital for rural families and workforce participation, but they face unique challenges threatening their sustainability and ability to meet growing needs. Regional and rural councils should not bare the burden of financially supporting childcare centres.  PROJECT STATUS: INVESTMENT READY	Isaac Region Electorate: Capricornia



WHITSUNDAY

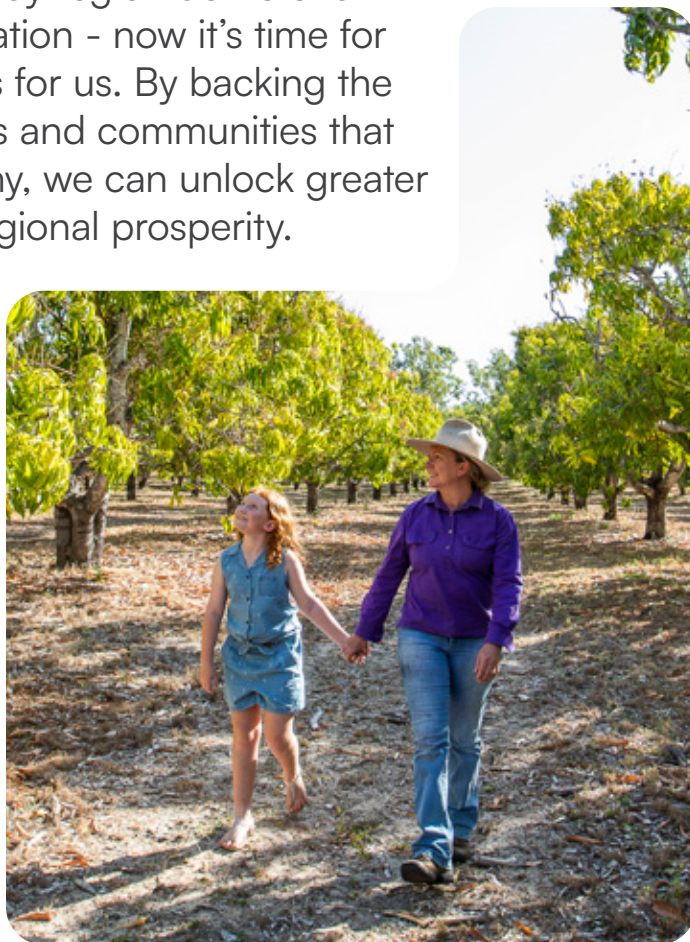
 Project Detail	 Investment	 Impact	 Location
Bowen Foreshore Development	\$10M over 1 year Total project cost \$30M	A new vision for Bowen Foreshore is near completion and builds on the upcoming Bowen Jetty development, Harbour Master Plan and private sector intent. Funds will deliver tier 1 projects that can improve social and economic opportunity.  PROJECT STATUS: MASTER PLANNING UNDERWAY	Bowen Electorate: Dawson
Bowen Housing for Workers	\$5M over 1 year Total project cost \$5M	Bowen's 0% rental vacancy rate, soaring housing costs, and aging population highlight the need for 10 new houses to attract essential workers and support the town's 10,000 residents.  PROJECT STATUS: PLANNING UNDERWAY	Bowen Electorate: Dawson
Airlie Foreshore Masterplan Implementation	\$10M over 1 year Total project cost \$50M	Airlie Beach has had 30% growth over a decade, now servicing 1M+ visitors and 80+ cruise ships yearly, and has outgrown its infrastructure. Funds will future proof the precinct, enhancing tourism and town vibrancy.  PROJECT STATUS: MASTER PLANNING UNDERWAY	Airlie Beach Electorate: Dawson
Airlie Beach Place of Refuge	\$12M over 1 year Total project cost \$62M	A purpose-built centre in Airlie Beach will provide essential support for displaced residents and visitors, addressing storm risks, road closures, and coastal flooding in a region with over 15,000 residents and 10,000 nightly visitors.  PROJECT STATUS: PLANNING UNDERWAY	Airlie Beach Electorate: Dawson
Whitsunday University Hubs	\$1.8M/yr over 3 years	The Whitsundays has no university education offerings, impacting resident opportunities, retention and attraction. Council seeks to establish Uni Hubs in Bowen and Cannonvale to offer access to University programs.  PROJECT STATUS: SHOVEL READY	Airlie Beach Electorate: Dawson





The Greater Whitsunday: Ready for Investment, Ready for Greater Possibilities

The Greater Whitsunday region delivers for Queensland and the nation - now it's time for investment that delivers for us. By backing the infrastructure, industries and communities that power Australia's economy, we can unlock greater possibilities for regional prosperity.





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.



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Mackay REGIONAL COUNCIL

ISAAC REGION

Whitsunday Regional Council

Photo provided by Mackay Sugar

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