

# GW3 - INVITATION TO PARTNER

Leading the Greater  
Whitsunday's Next Chapter  
of Regional Growth



Stronger  
partnerships.  
A stronger economy  
for all.



**GW3**   
GREATER WHITSUNDAY ALLIANCE  
MACKAY ▶ ISAAC ▶ WHITSUNDAY

# Partnering to shape regional growth and opportunity

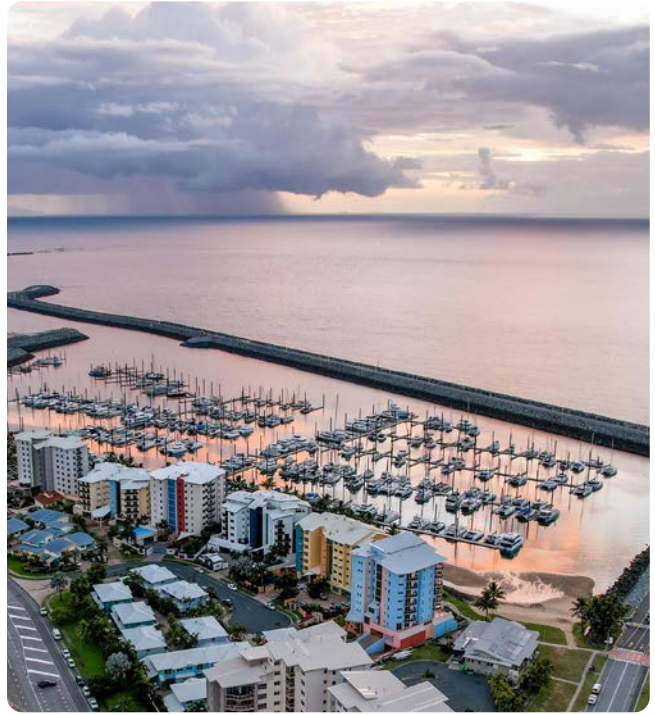
Greater Whitsunday is a region of national significance.

**Built on robust existing industries including resources, energy, manufacturing, and agriculture, the region is planning boldly for the future, investing in emerging industries, digital capability, decarbonisation and workforce transformation to unlock the next generation of opportunity.**

With world class capability, major infrastructure and a collaborative regional approach, the region is well positioned not only to adapt to change, but to lead Australia in shaping a future ready, globally competitive regional economy that delivers high value jobs and long term prosperity.

Over the next decade the Greater Whitsunday region will:

- Continue to power, feed and supply the world through our core sectors of mining, manufacturing and agriculture
- Play a leading role in Queensland's clean energy and industrial transformation
- Strengthen its role as a growing supplier of skills, services and manufacturing capability to core industries, projects, and associated supply chains
- Increase adoption of digital and AI-enabled capability across industry and government to lift productivity, safety and decision-making.
- Continue to diversify the economy through value adding and emerging industries, building



on established strengths in resources, energy, manufacturing, and agriculture

- Place greater emphasis on sustainability, security and disaster resilience, supporting continuity for communities, industry, and critical infrastructure.

As the region's trusted advocate and convener of regional stakeholders, Greater Whitsunday Alliance (GW3) works across industry, government and community to influence policy, enable major projects and position the Greater Whitsunday as a confident, future-ready region. Our focus extends beyond immediate priorities to ensure the region is prepared for, and benefits from, structural change across decarbonisation, digital capability, workforce development and emerging industries.

Strategic partnerships are central to this work. Partnering with GW3 provides a commercial advantage by helping identify and shape investable opportunities, align with government, and industry decision makers, de risk transition impacts, and accelerate outcomes through coordinated regional action.

We invite you to partner with GW3 and be part of shaping the next chapter of the region's economic future.



**\$82b**

ECONOMIC OUTPUT

**97,580**

JOBS, IN REGION



Meet the team



Sign up for GW3 News & Events

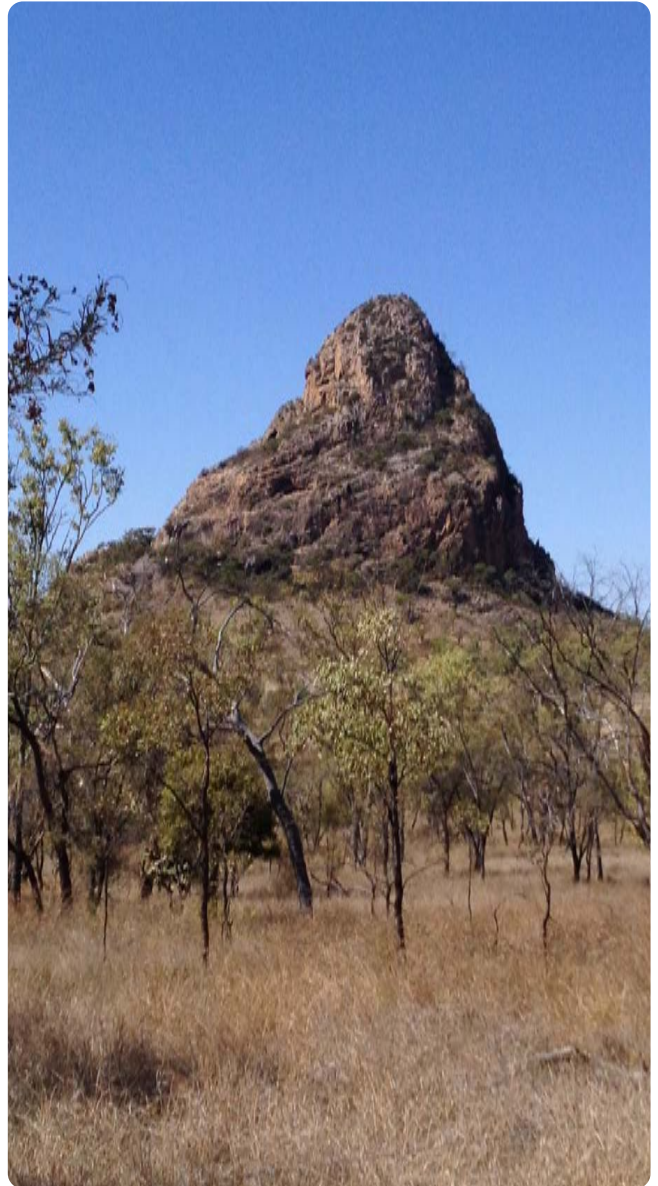

# GW3 is an independent, regional economic development body that represents and advocates for the Mackay Isaac Whitsunday region and between Isaac and Whitsunday region.

We act as a trusted super-connector between industry, government and community, aligning priorities and evidence to deliver long term economic resilience and competitiveness.


Our team of industry specialists and community leaders advocate for the region's interests at local, state and national levels, influencing policy and investment to enable diversification, innovation and productivity. As a central convener, we bring partners together to collaborate on shared priorities, accelerate region shaping initiatives and deliver measurable economic impact.

GW3 takes a proactive leadership role in positioning the Greater Whitsunday as an investable, future-ready region, promoting capability, pipeline projects, and strategic advantage to attract business, talent, and investment.

## 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:** Support investment, funding and business growth in the region.



**Inform:** Continually build the region's economic evidence base to inform stakeholders and strategic decision making.

# OUR IMPACT

- Delivering informed advocacy and Influence at all levels
- Attracting investment and major projects
- Strengthening regional capability and readiness through our accelerators and programs
- Progressing region-shaping initiatives and projects
- Positioning Greater Whitsunday as a global leader in METS
- Building a future-ready workforce aligned to existing and emerging industries
- Advancing decarbonisation while strengthening a competitive regional economy
- Convening leaders and partners through cross-sector collaborations that align across councils, industry and community

# Our expertise

**GW3 brings a forward-looking approach to regional strategy, anticipating change and delivering initiatives that prepare the region for future opportunities.**

Greater Whitsunday Alliance (GW3) works with partners to lead regional transformation and strategic priorities into measurable regional impact. Our expertise is applied through initiatives that support diversification of industries, sustainable transformation, business resilience and strong, evidence led governance across the Greater Whitsunday.

By partnering with GW3, your organisation is not only contributing to advocacy and program delivery but actively supporting long term outcomes, building capability and strengthening the Greater Whitsunday region's economic and social foundations.

## FOCUS AREAS:

Diversification and Emerging Industries

Decarbonisation

Digital and Technology

Influence and Advocacy

Future Strategy and Planning

Workforce Development

Investment Attraction



### Diversification and Emerging Industries

**Our Approach:**

Supporting transformation of legacy sectors while leveraging established capabilities to enable new industries and investment pathways.

**Results for the GW Region:**

A more diversified, resilient regional economy ready to take on new opportunities in existing and emerging industries that leverages our competitive advantage.



### Decarbonisation

**Our Approach:**

Practical, evidence led support that balances economic strength with transition readiness.

**Results for the GW Region:**

Greater preparedness, capability and confidence to transition to a low carbon economy.

## Digital and Technology

### Our Approach:

Building confidence and responsible adoption of digital and AI technologies across the economy.

### Results for the GW Region:

Improved productivity, adaptability, innovation and resilience across regional businesses.



## Influence and Advocacy

### Our Approach:

Independent, trusted advocacy grounded in strong evidence and relationships.

### Results for the GW Region:

Stronger alignment between policy, investment, and regional priorities.

## Workforce Development

### Our Approach:

Whole-of-system approach connecting education, industry, and opportunity.

### Results for the GW Region:

Stronger attraction, retention, and alignment of skills to priority industries.



## Future Strategy and Planning

### Our Approach:

Over-the-horizon thinking to anticipate change and prepare for long term trends.

### Results for the GW Region:

Increased confidence, resilience, and clarity about the region's future direction.



## Investment Attraction

### Our Approach:

Positioning priority sectors, project pipelines and regional capability to attract investment, and partners.

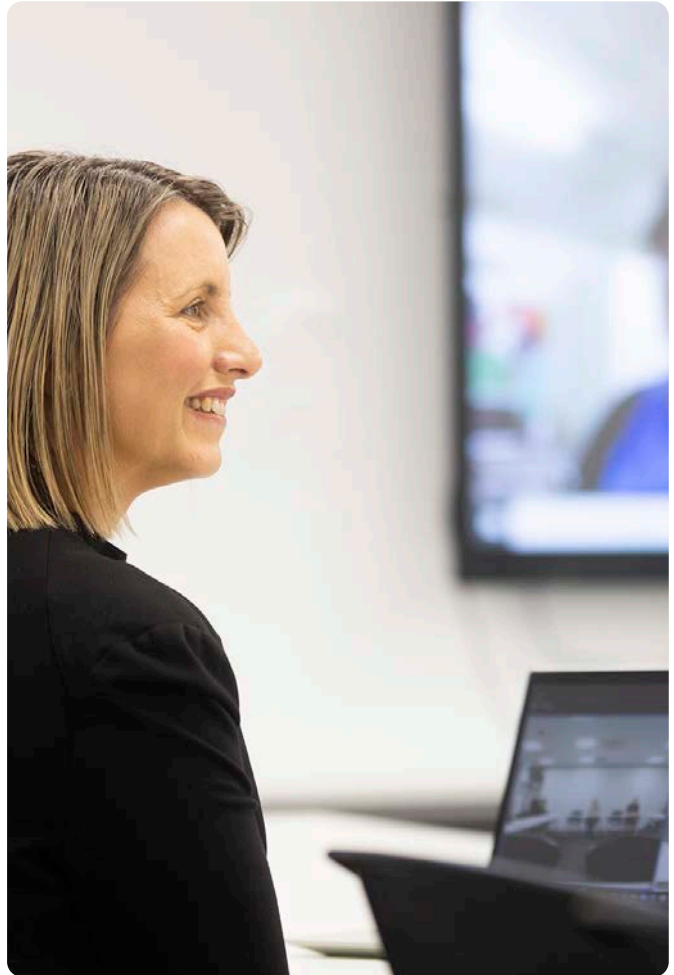
### Results for the GW Region:

Greater investment confidence, visibility and alignment with major projects and local capability.

# A dedicated team working to support your organisation and the region's future

**GW3 is governed by a highly qualified, experienced Board that brings senior leadership across industry, local government and the community.**

The Board provides strong oversight of strategy, risk and financial stewardship, ensuring GW3 remains independent, accountable and focused on long term regional outcomes.



**As a GW3 partner, your organisation gains a team of specialists behind you delivering regional intelligence, advocacy, project support and connections that help move your priorities faster. Our partners benefit from:**

- **Access to trusted regional intelligence, expertise, and economic insights**  
Benefit from evidence-based analysis, briefings, and insights that support strategic planning and informed decision making.
- **A direct voice in region shaping advocacy and policy discussions**  
Contribute to informed conversations with decision makers at local, state, and national levels.
- **Demonstrated leadership aligned to ESG and regional impact**  
Support sustainable economic growth while reinforcing your organisation's ESG, reputation, and long-term regional commitment.
- **Opportunities to guide priority region shaping initiatives and major projects**  
Engage in the design and delivery of region-shaping initiatives aligned to growth, diversification, and future industries.
- **Enhanced visibility and credibility through alignment with GW3**  
Demonstrate leadership, commitment, and purpose by aligning with the region's peak economic development organisation.
- **Connections across industry, government, existing and emerging sectors**  
Build meaningful relationships with leaders, partners, and collaborators across the regional ecosystem.



# How partnerships enable region-shaping outcomes

Partnership contributions directly support GW3's role as the Greater Whitsunday's independent economic development body and enable the delivery of high impact, region shaping outcomes.



## 1. Deliver informed advocacy and influence

Supporting policy submissions, economic modelling, briefings and engagement with decision makers at local, state and national levels.

## 2. Progress region-shaping initiatives and

Designing and delivering initiatives that support diversification, decarbonisation, workforce development and emerging industries.

## 3. Strengthen regional capability and readiness

Developing tools, platforms, programs and insights that help businesses, industries and communities prepare for future opportunities and transitions.

## 4. Promote and position the region

Showcasing the Greater Whitsunday's capability, projects, and investment opportunities nationally and globally.

## 5. Convene leaders and partners

Bringing industry, government and community together through events, forums and collaborative initiatives that drive alignment and shared action.

These investments ensure GW3 can continue to act independently, strategically, and in the long-term interests of the region.



# TO START THE CONVERSATION

**Contact:**

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**Our Digital Asset Library:**

**GW3:** [greaterwhitsundayalliance.com.au](http://greaterwhitsundayalliance.com.au)

**Biovision:** [greaterwhitsundaybiovision.com.au/whitsundays/welcome?panel=panel-1](http://greaterwhitsundaybiovision.com.au/whitsundays/welcome?panel=panel-1)

**Future Finder:** [greaterwhitsundayfuturefinder.com.au](http://greaterwhitsundayfuturefinder.com.au)

**Decarbonisation Accelerated:** [decarbonisationaccelerated.com.au](http://decarbonisationaccelerated.com.au)

**Greater Whitsunday Grant Finder:** [grantguru.com/au/greaterwhitsunday](http://grantguru.com/au/greaterwhitsunday)

**Agtech Hub:** [greaterwhitsundayagtechhub.com.au](http://greaterwhitsundayagtechhub.com.au)

\*GW3 is not a member-based organisation. Partnerships represent a strategic investment in long term regional impact, influence and economic resilience. Partnership levels are designed to be flexible and scalable, allowing organisations to align their investment with their desired level of influence, engagement and regional impact.