



GREATER WHITSUNDAY
**Regional Jobs
Committee**

ACTION PLAN CASE STUDIES

The following case studies highlight activities undertaken by the Greater Whitsunday RJC under the 2024-25 Action Plan.



Whitsunday Business Conference

Local Workforce Forum

About the Conference

On 16 May 2024, the Whitsundays Chamber of Commerce and Industry held the inaugural Whitsunday Business Conference to coincide with a visit from the Queensland Small Business Commissioner, Dominique Lamb. Just over 55 local business owners, regional organisations and government representatives attended the event

RJC Participation at Conference

The Greater Whitsunday RJC was invited to attend the Conference and leveraged the opportunity to act as a Local Workforce Forum for the Whitsunday region. RJC Project Manager, Georgia Lavers was asked to provide a speech and sit on a panel session, Supercharge your People Power. Georgia delivered a speech about workforce development in the Greater Whitsunday region including key workforce challenges and existing programs and initiatives being run to address these difficulties.

A key focus of the speech was highlighting the importance of the Greater Whitsunday RJC and the work they are undertaking to support local businesses and industry.

The Chamber supported the RJC to run a short survey to gather intel about the key challenges businesses in the region were facing. Approximately 20% of attendees completed the survey.

Skilling & training staff was identified as the most significant challenge followed by attraction & retention of staff. Keeping up with technological change and decarbonising/managing environmental impact were rated as moderate to minor challenges. Staff accommodation/housing, staff motivation and wage expectations were also highlighted as challenges for the region.

Want to know more about the Whitsunday Business Conference?
Check out a summary article [here](#).



Supercharge your People Power Panel including Georgia Lavers (left)



Whitsunday Business Conference

Workforce Development Workshop

Decarbonisation Accelerated Summit - Local Workforce Forum

About the Summit

On 23 May 2024, 200 delegates attended the Decarbonisation Accelerated Summit in Mackay. The Summit acted as a dynamic gathering of industry leaders, innovators, and visionaries committed to driving real change towards a cleaner future for the Greater Whitsunday region.

RJC hosted People Stream

At the Summit, four breakout sessions were run concurrently - Industry, Environment, Opportunity & People. The RJC hosted the People Stream breakout session. The People Stream aimed to understand the skills and expertise needed in a changing, low carbon world.

Greater Whitsunday RJC Chair, Carissa Mansfield moderated the session which comprised of two presentations and one workshop. Approximately 20 individuals participated in the People Stream.

Brett Hall and Pam Geekiyanage from the Department of Employment, Small Business and Training (DESBT) presented on the Queensland Workforce Strategy (QWS) and Clean Energy Workforce Roadmap (CEWR).

Tracey Stinson from the Clean Energy Council presented on the clean energy jobs of the future.

Project Manager for the Greater Whitsunday RJC, Georgia Lavers, ran a workshop focused on the workforce challenges faced by the region and possible interventions. This session was leveraged as an RJC Local Workforce Forum for the Macky region to ensure adequate representation of local voices to steer the work of the RJC.

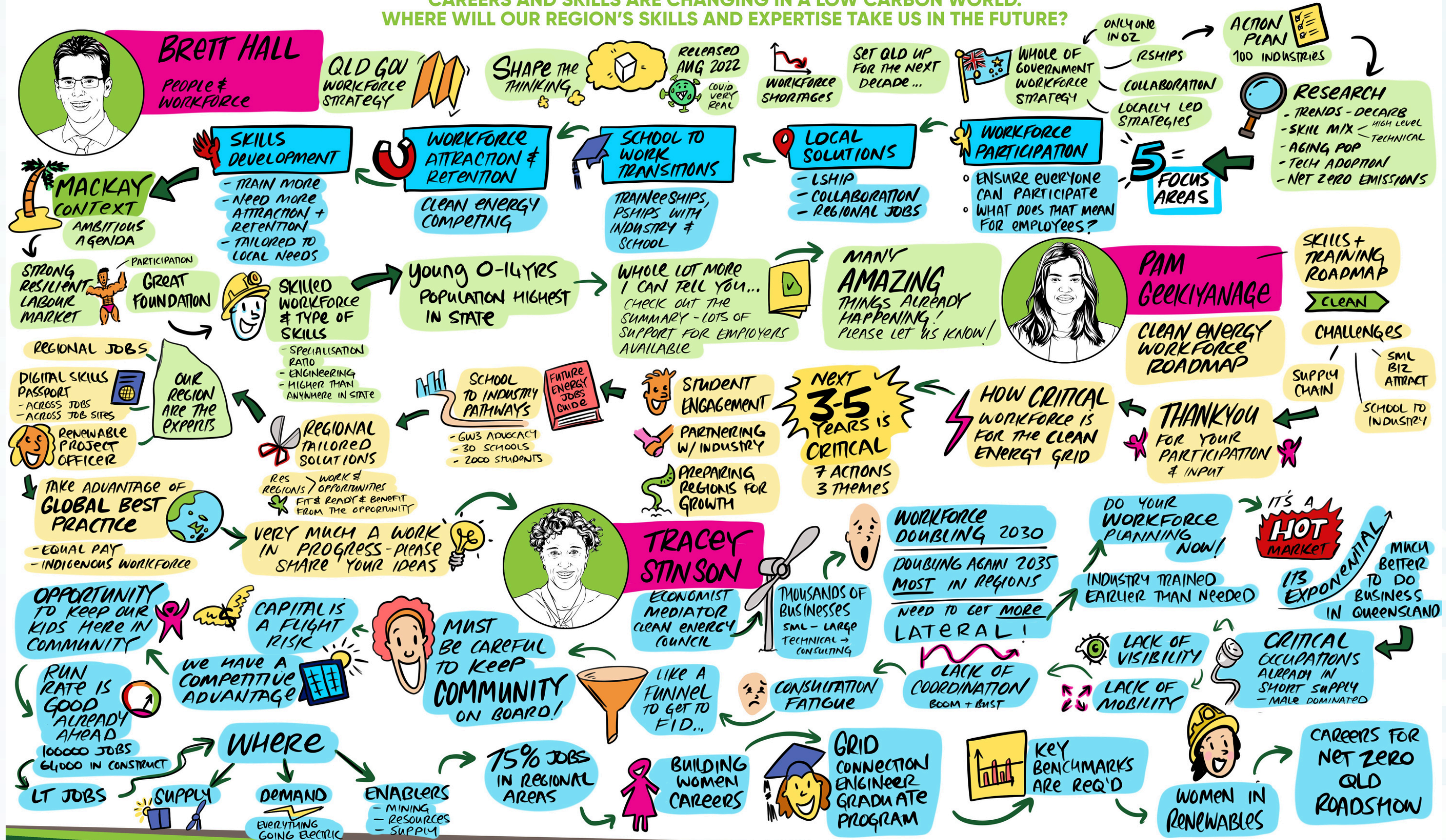


**Want to know more about the outcomes of the session?
Check out the Visual Storytelling on the following slides.**



PEOPLE STREAM

CAREERS AND SKILLS ARE CHANGING IN A LOW CARBON WORLD.
WHERE WILL OUR REGION'S SKILLS AND EXPERTISE TAKE US IN THE FUTURE?



DECARBONISATION
ACCELERATED

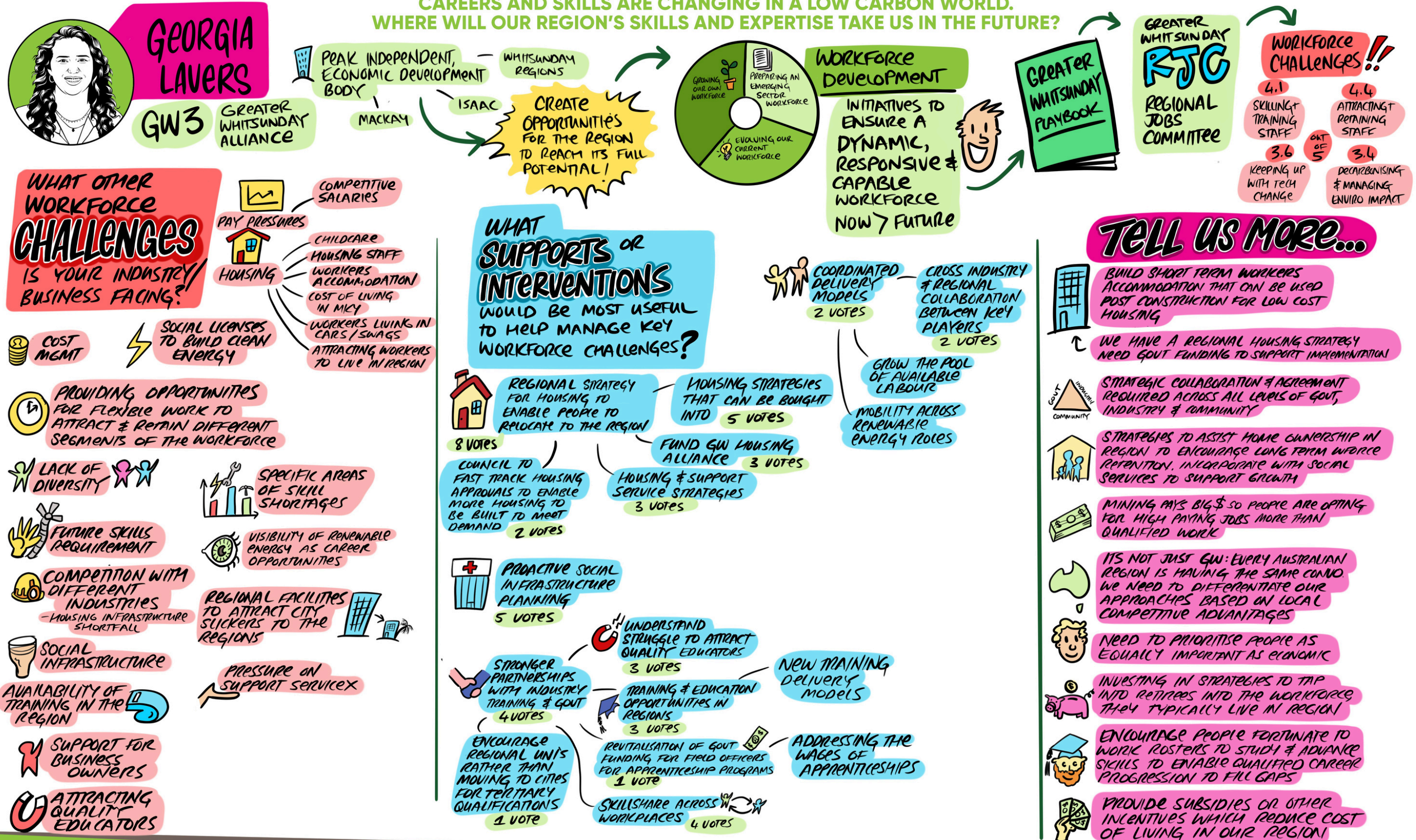
LOCAL ACTION - GLOBAL IMPACT - 23 MAY 2024

Visual
Storytellers

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PEOPLE STREAM

CAREERS AND SKILLS ARE CHANGING IN A LOW CARBON WORLD.
WHERE WILL OUR REGION'S SKILLS AND EXPERTISE TAKE US IN THE FUTURE?



DECARBONISATION
ACCELERATED

LOCAL ACTION - GLOBAL IMPACT - 23 MAY 2024

Greater Careers

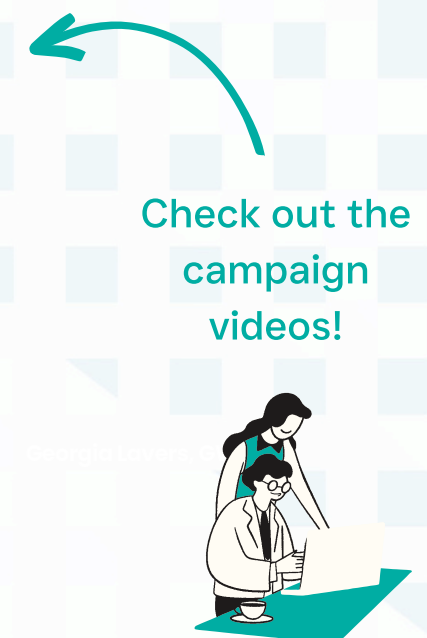
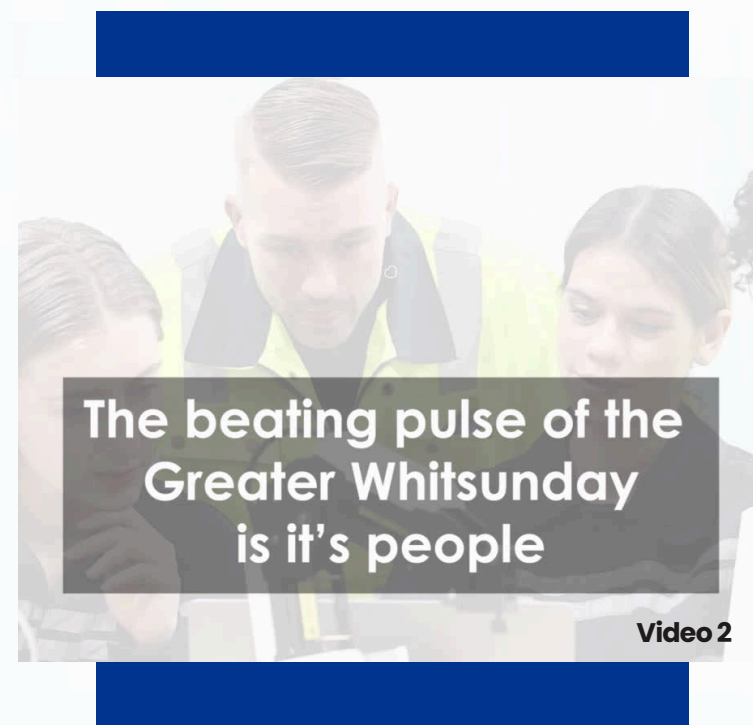
Digital Workforce Promotional Campaign

About the Campaign

The Greater Whitsunday Future Employment Study identifies that the region will need 3,000 digital professionals by 2030. We need to redirect people’s skills to meet the demands of a changing world through the attraction of digital talent. GW3 developed a series of three videos, designed to attract a digital workforce to the region and change perceptions about the career opportunities in the Greater Whitsunday region.

Campaign Results

The campaign began in April 2024 and ran for six weeks. A total of 113.5k people were reached via Facebook with approximately 49.9k clicks to GW3's Workforce Development YouTube channel (displaying stories of people and industry in region). On LinkedIn, 84.2k people were reached. These insights demonstrate significant engagement with the campaign. The campaign will be conducted again towards the end of 2024 to start of 2025 when the new GW3 website is developed (this will allow further action and directly link audiences to relevant content).



Greater Foundations24

Teacher Professional Development

About Greater Foundations24

Greater Foundations is a teacher PD that aims to connect educators with industry to provide them with a holistic picture of the opportunities that exist for students in region. Attendees heard from a range of industry experts representing tourism, advanced manufacturing, agriculture and more.

Sessions were held on classroom application to help educators understand the practical ways to implement learnings into their classroom to provide the most benefit to students.

Greater Foundations24 Results

Greater Foundations24 was held on 19 July 2024 at the Resources Centre of Excellence (RCOE). A total of 23 educators attended the event with 10 schools represented from the region (state and private).

Feedback from the event was extremely positive. At the beginning of the day, educators rated their understanding of the career opportunities in the region as 68% compared to 88% at the conclusion of the PD.



The variety of presentations provided valuable insights into contemporary industry challenges and opportunities...



The connection to key skills needed for future employees and the inspiration for an education revolution was invaluable...

Want to know more about the PD?
Check out the Teacher Resources Pack [here](#).



Greater Whitsunday RJC Newsletter

Workforce Navigator

About Workforce Navigator

The Greater Whitsunday RJC has developed a monthly newsletter called the Workforce Navigator. Through the newsletter, we aim to support local businesses with the latest business news and provide strategies to help address workforce challenges. The newsletter will be used to connect local businesses with resources, events, and funding linked to the Queensland Workforce Strategy (QWS) and other relevant initiatives.

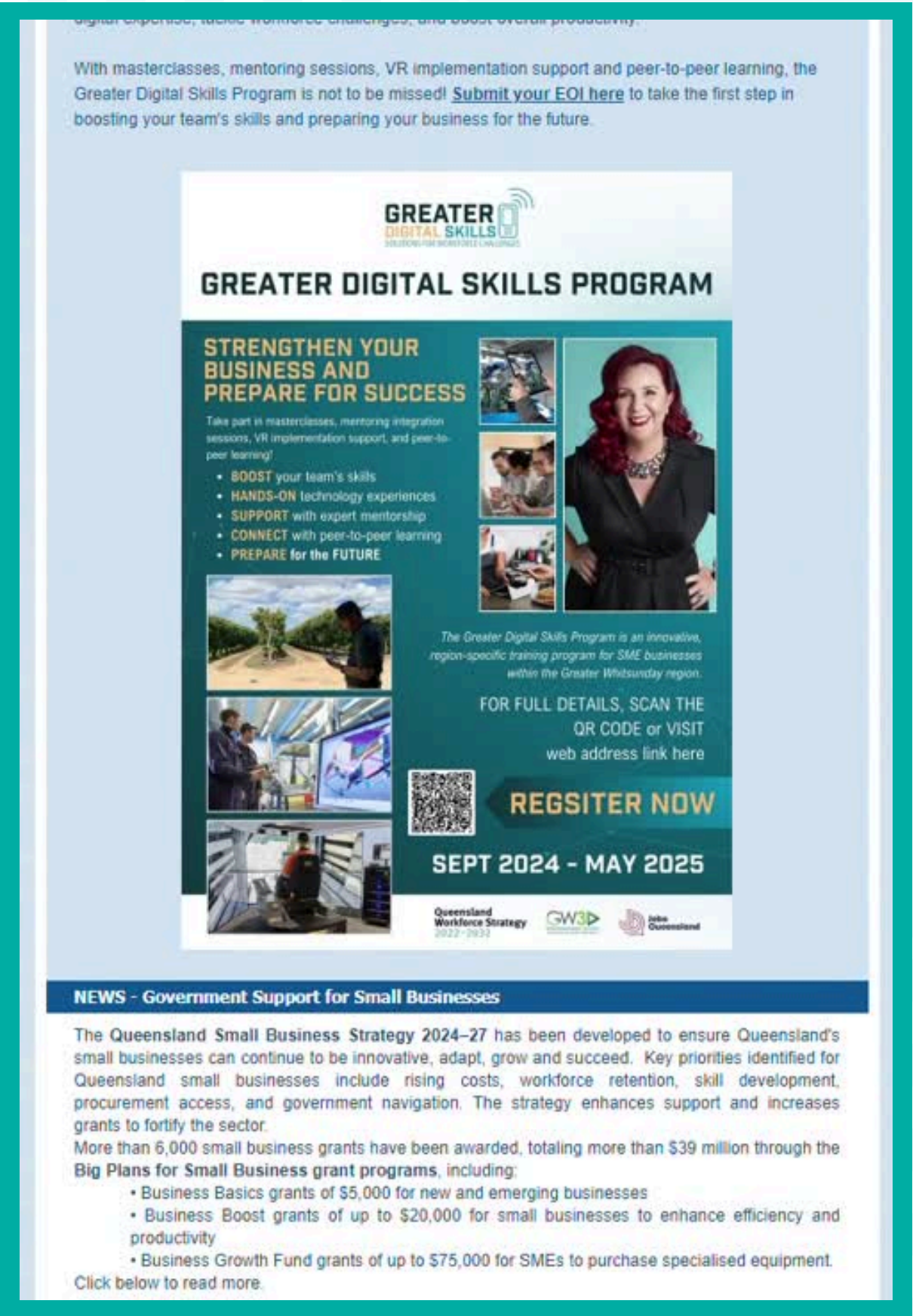
Workforce Navigator Results

The first edition of the Greater Whitsunday RJC Workforce Navigator newsletter was released in August 2024. The newsletter was delivered to 236 individuals and continues to be sent on a monthly basis. Newsletter engagement has increased, and additional sign ups continue to be requested.



Greater Whitsunday RJC Branding

Want to stay connected with the Greater Whitsunday RJC?
Sign up for the Workforce Navigator newsletter [here](#).



Greater Businesses Series

The Gen Z Advantage: Boosting Business with Young Talent

About Greater Businesses

The Greater Businesses series aims to enhance awareness and knowledge of existing programs, including under the Queensland Workforce Strategy, that address workforce challenges and support business growth. The series will deliver three hybrid events within the Greater Whitsunday region, focusing on specific local workforce issues and providing tailored solutions and program support to small and medium businesses. The series will contribute to a more connected and robust local workforce ecosystem.

Gen Z Advantage: Boosting Business with Young Talent Results

On 22 October 2024, the Whitsunday region hosted the first of the Greater Businesses Series as a business networking breakfast featuring keynote speaker Sophie Renton from McCrindle Research. Titled 'The Gen Z Advantage: Boosting Business with Young Talent', the event offered insights on engaging Gen Z in the workforce, with topics covering the future of work, intergenerational teams, and leadership development. The RJC also highlighted Queensland Government programs supporting workforce and business growth.

With 24 businesses from the Mackay, Isaac, and Whitsunday regions in attendance, the event received excellent feedback: 100% rated it very good (5/5 stars), and 90% reported a stronger understanding of available business supports.



The event was really great! I will share the information with my colleagues...



Excellent keynote presentation, fresh insights, practical steps and great when events are held locally in our region.



Want to know more about this Greater Businesses event?
Check out the keynote presentation [here](#).

Isaac Mayor's Breakfast

Local Workforce Forum

About Mayor's Breakfast

On 20 February 2025, the Isaac Business Chamber hosted the Mayor's Breakfast in Moranbah. The event brought together 62 attendees and focused on the theme of finding co-existence between mining and emerging industries.

GW3 CEO, Kylie Porter, served as the MC, leading discussions with key speakers, including Nathan Corbett (President, Isaac Business Chamber), Steven Boxall (CEO, Resources Centre of Excellence), Cynthia Harrison (Head of Procurement, BMA) and Kelly Veave (Mayor, Isaac Regional Council).

RJC Participation at Mayor's Breakfast

The Greater Whitsunday RJC was invited to attend the Conference and leveraged the opportunity to act as a Local Workforce Forum for the Isaac region. RJC Project Manager, Georgia Lavers attended to engage directly with local businesses about the key workforce challenges and support needs in the region. A short survey regarding workforce challenges was offered however no responses were received.

Discussions on the day indicated that attracting and retaining talent in a competitive market is a key challenge for the Isaac region along with access to housing and childcare.



Mayor's Breakfast

Want to learn about the Isaac Business Chamber?
Find our more [here](#).



Greater Businesses Series

The Upskilling Edge: Unlocking Workforce Potential

About Greater Businesses

The Greater Businesses series aims to enhance awareness and knowledge of existing programs, including under the Queensland Workforce Strategy, that address workforce challenges and support business growth. The series will deliver three hybrid events within the Greater Whitsunday region, focusing on specific local workforce issues and providing tailored solutions and program support to small and medium businesses. The series will contribute to a more connected and robust local workforce ecosystem.

The Upskilling Edge: Unlocking Workforce Potential

On 18 March 2025, the Mackay region hosted the second event in the Greater Businesses Series, 'The Upskilling Edge: Unlocking Workforce Potential'. This business networking breakfast featured keynote speaker Simon Tufrey, an expert in workforce capability and skills development. Simon shared practical strategies for upskilling teams, focusing on building a more skilled, adaptable, and high-performing workforce. Topics included strategies for addressing skills gaps, future-proofing businesses, and enhancing team capabilities to stay competitive in an evolving market. The RJC also highlighted Queensland Government programs supporting workforce and business growth.

With 29 businesses from the Mackay, Isaac, and Whitsunday regions in attendance, the event received excellent feedback: 100% of participants rated the event as good or very good (4-5/5 stars), and 92% reported a stronger understanding of available business supports.

Want to learn about the Upskilling Edge?
Contact GW3 for access to the event slides.



Greater Businesses - The Upskilling Edge: Unlocking Workforce Potential



I loved learning about upskilling strategies I can use with employees for long term results and to set my business up for the future...



Very engaging presenter and an informative session with valuable insights to takeaway...

Greater Foundations25

Teacher Professional Development

About Greater Foundations25

Greater Foundations is a teacher professional development initiative that connects teachers with industry to provide a real-world view of emerging careers, key industry and education trends, and the skills students will need for the future of work.

Nicole Dyson from Future Anything returned for the 2025 webinar and sessions were held on curriculum innovation, immersive VR, and regional training programs in health and agriculture—equipping educators with practical tools to connect learning to real-world careers.

Greater Foundations25 Results

Greater Foundations25 was delivered as a free online webinar on 31 March 2025, targeted at high school leaders across the Greater Whitsunday region. A total of 15 educators attended the event with 10 schools represented from the region (state and private).

Feedback from the event was extremely positive with an average event rating of 8.5 out of 10 and 80% of attendees rated their understanding of regional career opportunities as good or excellent after the event.



An insightful session that showcased regional career paths and provided practical tools to support teachers...



Powerful insights into youth mindsets, and how technology can transform the way we present career pathways...



Want to learn more about Greater Foundations events?
Explore [here](#).

**GREATER
FOUNDATIONS25**
Building **career-based** classroom learning



ACTIVATE industry skills in your classroom
EMPOWER your students for the real-world
ACCELERATE 'future-ready' learning

GF25 Presentations



FUTURE ANYTHING

Skills of the Future



Work Window



CQUniversity- GISP



Bowen TAFE Nursing Unit

Greater Businesses Series

The Resilient Workforce: Mastering Change & Retaining Talent

About Greater Businesses

The Greater Businesses series aims to strengthen local workforce capabilities and enhance awareness of existing programs, including under the Queensland Workforce Strategy, that address workforce challenges and support business growth. The series delivers three hybrid events within the Greater Whitsunday region, focusing on specific local workforce issues and providing tailored solutions and program support to small and medium businesses. The series will contribute to a more connected and robust local workforce ecosystem.

The Resilient Workforce: Mastering Change & Retaining Talent

As part of Queensland Small Business Month, the third event in the Greater Businesses Series – The Resilient Workforce: Mastering Change & Retaining Talent – was held on 14 May 2025 in Moranbah and online. The session featured a keynote by Judy Porter from Shiift on managing change and strengthening workplace culture, followed by a practical HR workshop led by Tameka Bramwell, focusing on retention, adaptability, and building resilient teams. The Regional Jobs Committee also showcased Queensland Government workforce support programs available to local businesses.

With 13 businesses from the Mackay, Isaac, and Whitsunday 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 Resilient Workplace?
Contact GW3 for access to the event slides.



Judy Porter shared practical, relatable strategies that made building resilience feel simple and easy to apply in everyday business life...



Face-to-face events in the Isaac region are a great way to connect, share ideas, and build stronger local business networks...

Greater Connections

Video Campaign

About Greater Connections

The Greater Connections video series is an initiative designed to raise awareness about existing programs, funding, and support available for small and medium businesses. Through a series of engaging and informative video interviews, the series connects local businesses with the tools and resources they need to build capacity, boost productivity, and strengthen resilience—empowering them to grow and adapt in a changing economic landscape.

The series featured four videos, each spotlighting programs available for businesses in the Greater Whitsunday region. The first video took viewers inside The Neighbourhood Hub, showcasing how it supports multicultural communities to connect and thrive. In the second video, Industry Workforce Advisor Stuart Coward unpacked tailored workforce planning and recruitment support for small businesses. The third episode highlighted the Mentoring for Growth program, connecting business owners with experienced mentors for free, expert guidance. The final video explored TAFE Queensland’s micro-credentials, offering flexible, free or low-cost training options aligned with industry needs.

Greater Connections Results

Launched in June 2025, the campaign has achieved over 85,700 views, reached 46,389 people, and generated over 1,100 clicks—demonstrating strong engagement from the business community. All four videos are now available on the GW3 YouTube channel, providing businesses with ongoing access to practical insights, expert advice, and connections to valuable Queensland Government programs.



Watch the series here:

[GREATER CONNECTIONS
Neighbourhood Hub](#)

[GREATER CONNECTIONS
Industry Advisor Program](#)

[GREATER CONNECTIONS
Mentoring for Growth Program](#)

[GREATER CONNECTIONS
TAFE Microcredentials](#)

Greater Whitsunday Future Finder

Regional Career Exploration Website

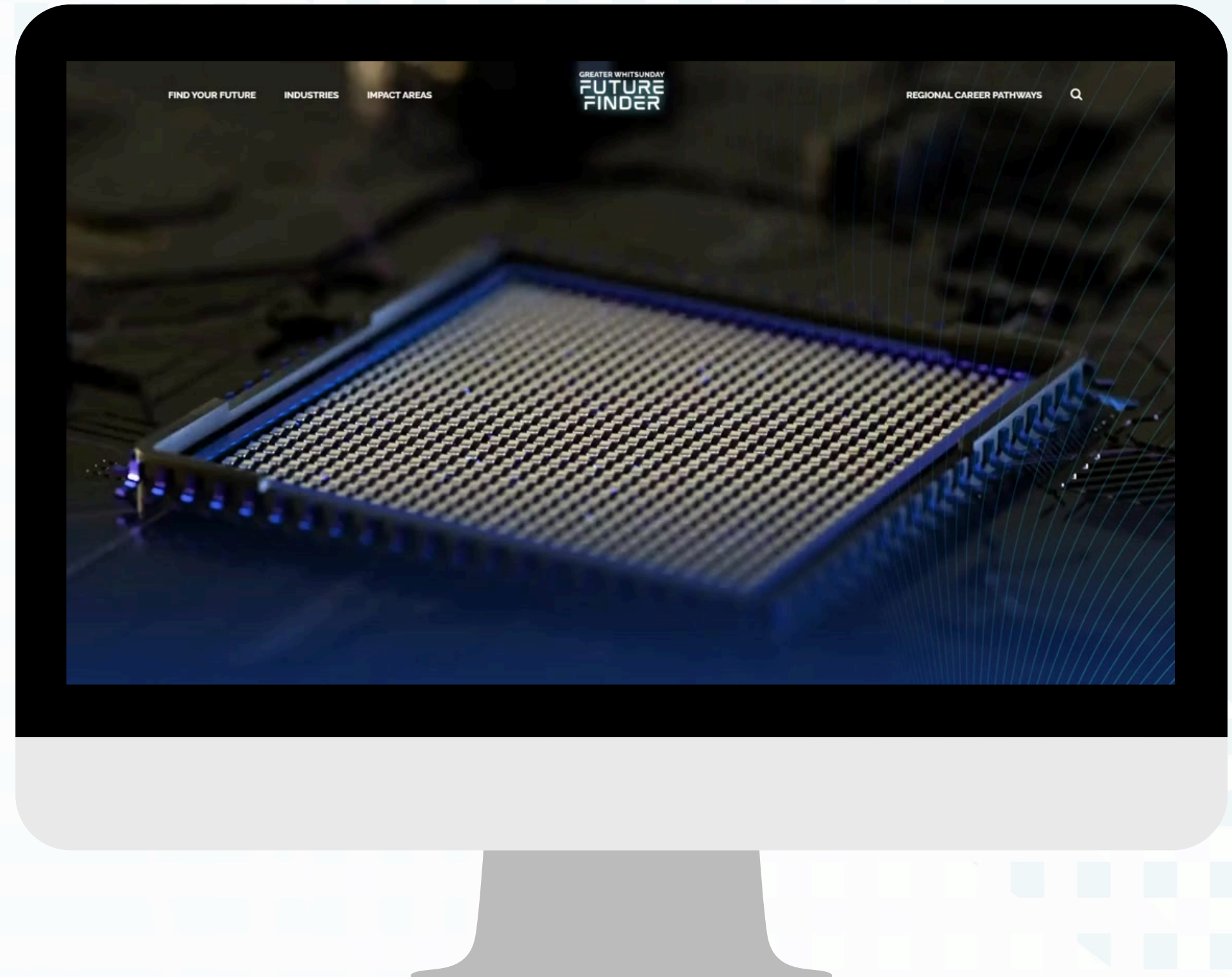
About Future Finder

The Greater Whitsunday Future Finder is a dynamic website that helps young people in the Greater Whitsunday region explore local career opportunities across key industries and impact areas. Designed for students, career changers, educators, and parents, it provides tailored information on career pathways, emerging industries, and future-focused roles aligned with regional workforce needs.

Interactive features such as engaging videos, local imagery, clickable maps, and industry-specific insights bring career pathways to life. Users can explore careers by industry or impact areas—like health and social wellbeing or environment & sustainability—helping them align interests with purpose. The platform also includes educator resources for parents and teachers to support career conversations at school and home.

Launch and Ongoing Impact

Greater Whitsunday Future Finder launched on 17 July 2025, supported by a month-long targeted social media campaign across Facebook, Instagram, and LinkedIn. Initial engagement with the platform has been strong, with over 900 users and 1300 sessions in the first month, and the Instagram launch video reached 8,680 people, with 163 direct clicks to the site. Ongoing efforts are focused on increasing traffic through school, industry, and community networks and building out local case studies.



Explore Greater Whitsunday Future
Finder [here](#).

Whitsunday Business Conference 2025

RJC Driving Workforce Solutions

About the Conference

On 28 August 2025, the Whitsundays Chamber of Commerce and Industry hosted the 2025 Whitsunday Business Conference at the TAFE Queensland Whitsunday campus in Cannonvale. The event attracted more than 120 attendees from over 70 businesses and organisations, featuring a keynote address, panel discussions, and 13 breakout sessions across four dynamic rounds.

RJC Participation at Conference

The Greater Whitsunday Regional Jobs Committee (RJC) was proud to sponsor and participate in the 2025 Whitsunday Business Conference, using the opportunity to showcase regional workforce insights and solutions to local businesses and industry.

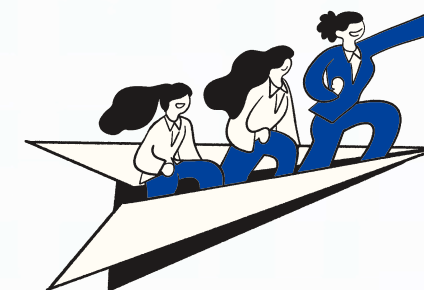
RJC Project Manager, Georgia Lavers, first represented GW3 and the RJC in the “Get Connected” Networking session, providing an overview of the organisation’s role as a super-connector and advocate for the region, driving workforce development, strengthening local businesses, and boosting regional economic growth.

She also presented “From Insight to Impact: An Action Lab for Future-Fit Teams,” sharing key findings on workforce challenges and solutions from the Greater Businesses event series. The interactive workshop enabled participants to collaborate and develop strategies tailored to their own businesses, applying the learnings in practical ways.

Feedback for local businesses about key workforce challenges included difficulties for small businesses in upskilling staff, supporting young employees in small intergenerational workplaces, and adapting to technological change. Attraction and retention of staff also remained a significant concern across the region.

Participation in this event highlighted the RJC’s role as a contributor of workforce expertise, driving practical outcomes at the conference.

Want to know more about the Whitsunday Business Conference?
Check out a summary article [here](#).



Get Connected Session, Georgia Lavers



From Insight to Impact: An Action Lab for Future-Fit Teams

AgTech Ready Skills Sponsorship Program

Microcredential Sponsorship

Agriculture Tech Skills Sponsorship

The Greater Whitsunday RJC sponsored the AgTech Ready program, supporting agriculture and aquaculture industries as they adapt to rapid technological change. The program provided no-cost access to industry-aligned, flexible micro-credentials, giving regional businesses and individuals a low-risk opportunity to develop practical skills in emerging technologies, strengthen workforce capability, and enhance long-term regional resilience.

About the Program

The program included funding for 35 places in the Technology Skills micro-credential collection, delivered online by TAFE Queensland. These self-paced courses provide industry-informed, stackable skills designed to address priority needs in agriculture and aquaculture, helping participants adapt to smart technologies. Courses focus on practical skills that can be applied immediately in the workplace and include:

- Drones- use and maintenance
- Autonomous equipment
- Precision farming
- Positioning and geospatial systems
- Sensors and monitoring devices

Delivered in collaboration with the AgTech for Decarbonisation project, participants gained access to the Greater Whitsunday AgTech Hub, connecting them with industry experts for program support and a facilitator-led session linking learning outcomes to regional agriculture and aquaculture opportunities.

By offering no-cost, practical training alongside industry support, the AgTech Ready program encourages continued upskilling, enhances workforce capability, supports innovation, and strengthens long-term resilience and growth in the region.



Want to know more about the TAFE Microcredentials?
[Check out this video.](#)



Greater Whitsunday RJC 2024 - 2025 Impact

Summary

The Greater Whitsunday Regional Jobs Committee (RJC) has actively driven workforce development across the Mackay, Isaac, and Whitsunday regions through a series of strategic initiatives, events, and campaigns under the 2024–25 Action Plan.

These efforts have focused on:

- **Bridging Education and Industry:** Empowering educators with real-world insights and tools to align classroom learning with evolving workforce demands, ensuring students are future-ready.
- **Strengthening Business Capability:** Equipping local businesses with practical strategies, expert guidance, and access to government programs to overcome workforce challenges and drive sustainable growth.
- **Showcasing Regional Career Pathways:** Promoting diverse and emerging career opportunities through engaging digital platforms, storytelling campaigns, and interactive resources tailored to local industries.
- **Driving Innovation in Workforce Development:** Supporting upskilling through flexible microcredentials, digital talent attraction, and future-focused initiatives that respond to technological and environmental change.
- **Building a Connected Workforce Ecosystem:** Creating ongoing engagement through newsletters, video series, and networking events that foster collaboration, knowledge-sharing, and regional resilience.

These initiatives have strengthened regional workforce capability, improved business engagement, and laid the foundation for long-term economic resilience.

Find out more about the Greater Whitsunday RJC [here](#).

