



2020-21 Operational Plan Quarter 1 Report

Our Community. Our Future.



Gladstone Regional Council would like to acknowledge the traditional custodians of this land, the Byellee, the Gooreng Gooreng, the Gurang and the Taribelang Bunda people.

We pay respect to their Elders past, present and emerging.

We would also like to extend that respect to other Aboriginal and Torres Strait Islander people in our region.














Covid Recovery Plan – Progress Summary

The Covid Recovery Plan represents Council's commitment to support the Region through COVID-19. The Covid Recovery Plan is divided into three parts: Economic, Tourism and Community. This portion of the report is intended to demonstrate the detailed progress on action items within the plan.













1. Economic Recovery


Focus area	Description	Year	Status	Comments
Investment Attraction	GRC to prepare Investment Attraction collateral to market the region as investment ready and open for business, with support of local stakeholders	2020/21	●	Investment attraction kit being developed with Stakeholders
Advocacy and Lobbying	Formally request Premier to increase travel radius to 150KM from home	2020/21	●	May 2020 Qld Government COVID19 Update
	Advocate to open Qld Borders in line with State Medical Advice	2020/21	●	Awaiting Medical Advice to allow advocacy
	Develop a list of Shovel Ready Projects to support recovery funding opportunities	2020/21	●	List presented to State and Federal Departments and has resulted in a total of \$6.8M Covid Funding to deliver critical infrastructure in the Gladstone Region
	Review GRC Procurement Policy and processes, to encourage the development of competitive local suppliers	2020/21	●	Review of GRC Procurement Policy currently underway
Business and Industry	Review possible 6-month waiver on camping fees for GRC Controlled facilities	2020/21	●	Currently waived under Council's Covid Support Package
	Consider extension of Gladstone Regional Council Community Response Package post 30 June 2020	2020/21	●	Council has endorsed extension of some elements of the package and included a Rates Freeze for 20/21 Rates in addition to the package
	GCCI to launch a Buy Local campaign with the support of the Economic Recovery Group	2020/21	●	New Local Buy Campaign Launched for 2020/21 by GCCI
	Examine Social Distancing and Hygiene requirements to work with business to remain open and operational under the limitations.	2020/21	●	Providing advice and consultation to approximately 350 local businesses
Funding Opportunities	Help connect the community/local business with Grant availability and support information available – social and economic	2020/21	●	In progress
	Review opportunity to partner with GCCI and QGC to subsidise a resource in the community to assist with identification and application for grants and assistance packages. GCCI to deliver, GRC and QGC to fund	2020/21	●	Building partnership with QGC to co-fund Community Grant Writer
	Develop a Funding Program for Small Business based on parameters and gaps identified by the Economic Recovery Group	2020/21	●	In progress

2. Community Recovery

Focus area	Description	Status	Percent complete	Comments
Communication and information	Ease of access to services and information, linking people with the right information in a welcoming way.		50%	Communication platforms established and information distributed
	Develop and deliver a Virtual Neighbourhood Centre to enhance social connectivity, health and wellbeing and access to information.		100%	
	Undertake a community survey to directly understand the challenges in the social landscape.		70%	Draft Community Perception Study received. Final in 21 January
	Develop and implement a communication strategy to continue to inform the community and employees of our recovery progress.		75%	Communication strategy created; implementation ongoing
Community economic relief	Provide the community with vision into grant availability and provide support in grant application development.		100%	
	Advocate for funding to support financial planning for impacted community members following the decrease of government subsidies and potential trend of increased spending.		0%	
	Implement Gladstone Region Rise Up initiative, a Council approved \$490,000 investment to support sporting, recreation and community organisations impacted from COVID-19.		100%	
	Review Council's Community Investment Program and Policy to support the recovery initiatives.		15%	Community engagement commenced
Health and Wellbeing	Annual review of Community Investment Policy to ensure it is supporting the community in the most relevant way.		5%	Community engagement commenced
	Build community capability in mental health first aid through subsidised programs.		5%	
	Lobby for an increase in availability of social services, priority mental health, financial support and services, relationships, anxiety.		0%	Planned start in 2021
Social cohesion and community capability	Identify opportunities to utilise the State Government's Care Army		0%	
	Develop a strategy for the reintroduction of community events that promote social cohesion.		75%	Covid event planning tools implemented and successful events delivered

3. Tourism Recovery

Focus area	Description	Year	Status	Comments
Marketing & Communication	Develop collateral and messaging campaigns ready to launch to attract people back to the region – both Tourism and Commercial travellers	2020/21		Holiday at Home campaigns, GAPDL campaigns and GRC/Our Gladstone Region campaigns delivered and ongoing. TEQ are also providing support with inclusion of the Gladstone Region in the broader QLD 'Good to Go' campaigns.
	Develop a marketing strategy to reinvigorate regional tourism.	2020/21		As above
	Messaging to highlight Gladstone Region as a safe place to stay.	2020/21		As above
	Re-start funding programs for tourism operators; small business owners, etc. Look for ways to get our Tourism and Hospitality sector safely open for business with Patrons and Workers feeling confident that their safety is being well cared for.	2021/22		GRC to work on funding criteria and assessment guidelines for Tourism Innovation Fund. GAPDL is working closely with Members and other tourism organisations to support re-opening and safe operations of tourism businesses.
	Re-establishing tourism, restoring tourism tour providers, increase trust in providers.	2022/23		As above
RV Market	Explore short-term Pop-Up Visitor Information Centres at Miriam Vale and Mount Larcom.	2020/21		Draft proposal prepared for Council.
	Develop and clearly communicate RV friendly information	2020/21		GRC and GAPDL websites updated. RV promo brochure due for distribution October, Signage audit currently underway.
	Update current Miriam Vale RV signage to be larger and contain more information	2020/21		Signage audit currently underway.
	Commence community consultation on RV strategy implementation through conversations platform	2020/21		Initial conversations with interested community stakeholders hosted. Some site identification works underway but broader community consultation not yet undertaken.
Affordable and Increased Air Access	Advocate for competitive airfares and increased access	2020/21		GAPDL developed and delivering aviation strategy.
Drive Market	Deliver a regional promotional campaign within 400km radius	2020/21		
	Develop regional signage strategy for tourist information	2020/21		GRC delivering this work – Signage audit currently being undertaken.

Focus area	Description	Year	Status	Comments
Cruise Ships and Tours	Update cruise ship attraction strategy	2020/21		On hold – alternative emerging industries/focuses identified. Cruise Strategy on GAPDL workplan for Q4.
Events	Continue implementation of Gladstone Region Events Strategy within COVID safe restrictions	2020/21		Delivery of Drive in Movies (first event). New event in design phase for November. NYE on hold.
	Plan recovery events that employ local artists and suppliers and encourage the community to engage with events in a safe way	2020/21		As above
	Develop and deliver COVID recovery business attraction strategy for GECC with a focus on local and intrastate business events and conferences	2020/21		GECC 'Open for Business' campaign currently being rolled out and commercial business picking up. A number of bids and proposals are currently in for review with conference organisers.
Signature “One of a Kind” Experiences	Commence delivery of experience development and mentoring programs	2020/21		GAPDL delivering on this work plan item in Q2 and Q3
Tourism Innovation Fund	Research, develop guidelines and budget for Tourism Innovation Fund to be part of Community Investment Program	2021/22		In GAPDL workplan for delivery (in conjunction with GRC) for Q1. GRC to develop funding criteria as first action
Southern Great Barrier Reef Campaign	Actively participate in SGBR campaigns	2020/21		Continuing work with SGBR through GAPDL.
Digital Distribution	Increase Gladstone Region presence on Australian Tourism Data Warehouse	2020/21		Free ATDW membership is helping to increase traction on ATDW – this is an ongoing deliverable for GAPDL.
Explore your own Back Yard	Visiting friends and relatives and Holiday at Home campaigns delivered locally	2020/21		



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