

Covid Recovery Plan – Progress Summary

The Covid Recovery Plan represents Council's commitment to support the Region through COVID-19. It 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. Focus areas are outlined with a detailed description of the activity. Status is noted as per the key below along with the current per cent complete and supporting comments. This report covers 01 October to 31 December 2020.

1. Economic Recovery

Key ● Action Needed ● Concern ● On Track ● Complete

Focus area	Description	Status	Per cent complete	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	●	70%	Investment attraction kit being developed with stakeholders to highlight the investment ready Gladstone economy.
Advocacy and Lobbying	Formally request Premier to increase travel radius to 150km from home	●	100%	May 2020 Qld Government COVID-19 Update.
	Advocate to open Qld borders in line with State Medical Advice	●	100%	Borders opened with all States.
	Develop a list of Shovel Ready Projects to support recovery funding opportunities	●	100%	List presented to State and Federal Departments resulted in a total of 6.8M COVID-19 funding to deliver critical infrastructure in the Gladstone Region.
	Review GRC Procurement Policy and processes, to encourage the development of competitive local suppliers	●	90%	Review of GRC Procurement Policy almost complete focusing on maximising local content spend.
Business and Industry	Review possible 6-month waiver on camping fees for GRC Controlled facilities	●	100%	Currently waived under Council's COVID-19 support package.
	Consider extension of Gladstone Regional Council Community Response package post 30 June 2020	●	100%	Council has endorsed extension of some elements of the package and included a rates freeze for 2020/21 rates in addition to the package.
	GCCI to launch a Buy Local campaign with the support of the Economic Recovery Group	●	50%	New Local Buy Campaign for 2020/21 will be launched by GCCI and supported by Gladstone Regional Council.
	Examine social distancing and hygiene requirements to work with business to remain open and operational under the limitations.	●	100%	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	●	70%	Providing information and ongoing support through the Gladstone Regional Council Virtual Neighbourhood site. Investigating specialised Grant portal.
	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	●	90%	Partnering with QGC to co-fund Community Grant Writer capacity. A preferred service provider has been appointed and will be launched in early 2021.
	Develop a Funding program for small business based on parameters and gaps identified by the Economic Recovery Group	●	65%	Working with key stakeholders to deliver programs to assist with the Economic Recovery.

2. Community Recovery

Key ● Action Needed ● Concern ● On Track ● Complete

Focus area	Description	Status	Per cent complete	Comments
Communication and information	Ease of access to services and information, linking people with the right information in a welcoming way.	●	100%	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%	Community Perception Study has been drafted and implementation is on track.
	Develop and implement a communication strategy to continue to inform the community and employees of our recovery progress.	●	75%	Communication strategy has been created and implementation is on track.
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.	●	30%	Engagement taking place, inaugural working group planned for January to map trends to inform advocacy.
	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.
	Annual review of Community Investment Policy to ensure it is supporting the community in the most relevant way.	●	35%	Community engagement commenced; initial program development underway.
Health and Wellbeing	Build community capability in mental health first aid through subsidised programs.	●	30%	Potential programs are being scoped.
	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%	All networks have been advised that the Care Army is available for events and activities as needed. No need to use currently. Will initiate if COVID resurges in Queensland.
	Develop a strategy for the reintroduction of community events that promote social cohesion.	●	75%	COVID-19 event planning tools implemented, and successful events delivered.

3. Tourism Recovery

Key ● Action Needed ● Concern ● On Track ● Complete

Focus area	Description	Status	Per cent complete	Comments
Marketing & Communication	Develop collateral and messaging campaigns ready to launch to attract people back to the region – both Tourism and Commercial travellers	●	90%	Holiday at Home campaigns, Gladstone Area Promotion and Development Ltd (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.	●	90%	As above.
	Messaging to highlight Gladstone Region as a safe place to stay.	●	100%	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.	●	10%	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.	●	90%	As above.
RV Market	Explore short-term Pop-Up Visitor Information Centres at Miriam Vale and Mount Larcom.	●	10%	Conversations with GAPDL are ongoing about setting up virtual VIC's. GAPDL continuing work on this deliverable.
	Develop and clearly communicate RV friendly information	●	80%	GRC and GAPDL websites updated. RV promo brochure due for distribution November, Signage audit currently underway. RV dump point to be installed in Gladstone City before end of year.
	Update current Miriam Vale RV signage to be larger and contain more information	●	25%	Signage audit currently underway.
	Commence community consultation on RV strategy implementation through conversations platform	●	10%	Consultation not yet started. RV dump point to be installed in Gladstone City before end of year.
Affordable and Increased Air Access	Advocate for competitive airfares and increased access	●	80%	GAPDL developed and delivering aviation strategy. Sales are good and looking at future aviation possibilities.
Drive Market	Deliver a regional promotional campaign within 400km radius	●	100%	Campaign completed.
	Develop regional signage strategy for tourist information	●	15%	GRC delivering this work – Signage audit currently being undertaken. Mount Larcom signage project added and being delivered.

Key ● Action Needed ● Concern ● On Track ● Complete

Focus area	Description	Status	Per cent complete	Comments
Cruise Ships and Tours	Update cruise ship attraction strategy	●	0%	On hold – alternative emerging industries/focuses identified. Cruise Strategy on GAPDL workplan for Quarter four.
Events	Continue implementation of Gladstone Region Events Strategy within COVID safe restrictions	●	100%	GECC delivering programming again within current restrictions. Easing of restrictions further from 17 November 2020 allows for a return to almost normal – Commercial business in the venue is positive. Air Beats COVID Safe (Australian first) event delivered 20 and 21 November with positive interest. Progress toward delivering NYE under Qld Health advice. Festival of Summer and Australia Day planning continuing under current COVID-19 advice.
	Plan recovery events that employ local artists and suppliers and encourage the community to engage with events in a safe way	●	100%	As above.
	Develop and deliver COVID recovery business attraction strategy for GECC with a focus on local and intrastate business events and conferences	●	100%	GECC ‘Open for Business’ campaign currently being rolled out and commercial business picking up. Completed and continuing.
Signature “One of a Kind” Experiences	Commence delivery of experience development and mentoring programs	●	50%	GAPDL delivering on this work plan item in Quarter two and Quarter three. Work has commenced already.
Tourism Innovation Fund	Research, develop guidelines and budget for Tourism Innovation Fund to be part of Community Investment Program	●	10%	In GAPDL workplan for delivery (in conjunction with GRC) for Quarter one. GRC to develop funding criteria as first action.
Southern Great Barrier Reef Campaign	Actively participate in Southern Great Barrier Reef Campaigns (SGBR).	●	100%	Continuing work with SGBR through GAPDL.
Digital Distribution	Increase Gladstone Region presence on Australian Tourism Data Warehouse (ADTW)	●	100%	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	●	100%	Campaign delivered through GAPDL and GRC ‘Our Gladstone Region’.

