

# Covid Recovery Plan – Progress Summary

The Covid Recovery Plan represents Council's commitment to support the Gladstone 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.

## 1. Economic Recovery

Key ● Action Needed ● Concern ● On Track ● Complete ● Amended

Focus area	Description	Status	Per cent complete	Comments
<b>Investment Attraction</b>	GRC to prepare Investment Attraction collateral to market the region as investment ready and open for business, with support of local stakeholders	●	100%	Investment attraction collateral developed with stakeholders to highlight the investment ready Gladstone economy. Investment Prospectus and digital media launched 29 March 2021.
<b>Advocacy and Lobbying</b>	Formally request Premier to increase travel radius to 150km from home	●	100%	
	Advocate to open Qld borders in line with State Medical Advice	●	100%	
	Develop a list of Shovel Ready Projects to support recovery funding opportunities	●	100%	
	Review GRC Procurement Policy and processes, to encourage the development of competitive local suppliers	●	100%	
<b>Business and Industry</b>	Review possible 6-month waiver on camping fees for GRC Controlled facilities	●	100%	
	Consider extension of GRC Community Response package post 30 June 2020	●	100%	
	Gladstone Chamber of Commerce and Industry (GCCI) to launch a Buy Local campaign with the support of the Economic Recovery Group	●	100%	New Local Buy Campaign for 2020/21 developed and launched 8 June 2021 by GCCI and supported by GRC. Program commenced in June 2021.
	Examine social distancing and hygiene requirements to work with business to remain open and operational under the limitations.	●	100%	
<b>Funding Opportunities</b>	Help connect the community/local business with grant availability and support information available – social and economic	●	100%	
	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	●	100%	
	Develop a Funding program for small business based on parameters and gaps identified by the Economic Recovery Group	●	100%	Worked with key stakeholders GCCI and Gladstone Engineering Alliance (GEA) to deliver programs to assist with the Economic Recovery of Subject Matter Expert in the Gladstone Region. Programs will be launched in June 2021.

## 2. Community Recovery

Key ● Action Needed ● Concern ● On Track ● Complete ● Amended

Focus area	Description	Status	Per cent complete	Comments
<b>Communication and information</b>	Ease of access to services and information, linking people with the right information in a welcoming way.	●	100%	
	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.	●	100%	
	Develop and implement a communication strategy to continue to inform the community and employees of our recovery progress.	●	100%	
<b>Community economic relief</b>	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.	●	100%	Stakeholder meetings ceased, data available to share was limited and demonstrated no trends requiring sourcing of funding opportunities.
	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.	●	100%	Policy reviews complete and draft now includes opportunities to fund recovery initiatives.
	Annual review of Community Investment Policy to ensure it is supporting the community in the most relevant way.	●	100%	Policy review complete and re-aligned to strengthen support to the community.
<b>Health and Wellbeing</b>	Build community capability in mental health first aid through subsidised programs.	●	100%	Mental health first aid training complete and funding application submitted to deliver wide ranging mental health capability program.
	Lobby for an increase in availability of social services, priority mental health, financial support and services, relationships, anxiety.	●	100%	Work being undertaken through partnership with Stronger Places Stronger People Initiative.
<b>Social cohesion and community capability</b>	Identify opportunities to utilise the State Government's Care Army	●	100%	
	Develop a strategy for the reintroduction of community events that promote social cohesion.	●	100%	

### 3. Tourism Recovery

Key ● Action Needed ● Concern ● On Track ● Complete ● Amended

Focus area	Description	Status	Per cent complete	Comments
<b>Marketing &amp; Communication</b>	Develop collateral and messaging campaigns ready to launch to attract people back to the region – both Tourism and Commercial travellers	●	100%	
	Develop a marketing strategy to reinvigorate regional tourism.	●	100%	
	Messaging to highlight Gladstone Region as a safe place to stay.	●	100%	
	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.	●	100%	
	Re-establishing tourism, restoring tourism tour providers, increase trust in providers.	●	100%	
<b>RV Market</b>	Explore short-term Pop-Up Visitor Information Centres at Miriam Vale and Mount Larcom.	●	100%	Decision made to go to tender for the lease of the Miriam Vale VIC building. Pop up info hubs are operating across the region including Miriam Vale, Mount Larcom, Calliope, Raglan.
	Develop and clearly communicate RV friendly information	●	100%	Current RV collateral updated across all platforms for consistency and marketing strategy for September campaign developed. Following Community Consultation on RV, next steps will be determined.
	Update current Miriam Vale RV signage to be larger and contain more information	●	90%	Sign designed. As at 23 June 2021, awaiting printing and installation. Anticipated completion July 2021.
	Commence community consultation on RV strategy implementation through conversations platform	●	100%	Consultation strategy finalised and approved. Consultation launches 28 June until 22 August. Strategy includes pop up stalls across the region, door knocking and various region-wide engagement initiatives.
<b>Affordable and Increased Air Access</b>	Advocate for competitive airfares and increased access	●	100%	
<b>Drive Market</b>	Deliver a regional promotional campaign within 400km radius	●	100%	
	Develop regional signage strategy for tourist information	●	100%	Signage strategy developed. Anticipated roll-out of program – phase 1 in 2021/22 FY.

### 3. Tourism Recovery (cont'd)

Key ● Action Needed ● Concern ● On Track ● Complete ● Amended

Focus area	Description	Status	Per cent complete	Comments
<b>Cruise Ships and Tours</b>	Update cruise ship attraction strategy	●	100%	Cruise ship business development and attraction commenced by Gladstone Ports Corporation in conjunction with Gladstone Area Promotion and Development Limited (GAPDL). Offering competitive rates, creative options positioning Gladstone as an appealing option for the re-start of the cruise ship industry. Uncertainty remains around the cruise ship market, but we are prepared with collateral and conversations are continuing.
<b>Events</b>	Continue implementation of Gladstone Region Events Strategy within COVID safe restrictions	●	100%	
	Plan recovery events that employ local artists and suppliers and encourage the community to engage with events in a safe way	●	100%	
	Develop and deliver COVID recovery business attraction strategy for GECC with a focus on local and intrastate business events and conferences	●	100%	
<b>Signature “One of a Kind” Experiences</b>	Commence delivery of experience development and mentoring programs	●	100%	Commenced and continuing. Future for Tourism Masterclass in 2021/22 GAPDL workplan.
<b>Tourism Innovation Fund</b>	Research, develop guidelines and budget for Tourism Innovation Fund to be part of Community Investment Program	●	100%	Program developed. To be launched to Council at 13 July Council Information Session deputation and rolled out from there. GAPDL responsible for administering and promoting the program once launched.
<b>Southern Great Barrier Reef Campaign</b>	Actively participate in Southern Great Barrier Reef Campaigns (SGBR).	●	100%	
<b>Digital Distribution</b>	Increase Gladstone Region presence on Australian Tourism Data Warehouse (ADTW)	●	100%	
<b>Explore your own Back Yard</b>	Visiting friends and relatives and Holiday at Home campaigns delivered locally	●	100%	