



STRATEGIC PLAN 2011-2012

Gladstone, Queensland - Australia's model 21st Century industrial location
Industry, Opportunity, Lifestyle



The Queensland Government has framed its 2020 vision for Queensland around five ambitions that address current and future challenges. These are ambitions for our whole state – for communities in every Queensland region. This is how the GEIDB is contributing to achieving Q2.

Q2 OBJECTIVES

Strong	Smart	Green	Healthy	Fair
Creating a diverse economy powered by bright ideas	Delivering world class education and training	Protecting our lifestyle and environment	Making Queenslanders Australia's healthiest people	Supporting safe and caring communities

GEIDB STRATEGIES

The key strategic priorities of the Gladstone Economic and Industry Development Board (GEIDB) are effective investment attraction and targeted marketing; industrial development; critical infrastructure planning and delivery; and importantly coordination and communication. The strategies and associated activities of the GEIDB during 2011-2012 fulfill statutory obligations and maintain focus on planning and targeted outcomes. Key GEIDB activities contribute to the Toward Q2 objectives of Strong – Queensland is Australia's strongest economy, with infrastructure that anticipates growth; and Fair – Supporting the Gladstone region community.

Our vision	To establish the Gladstone region as Australia's model 21 st Century industrial location.
Our mission	To provide leadership and coordination for the development of the Gladstone Region as a world class location for large scale sustainable industrial development.
Our values	Operate in a responsible, ethical and honest manner in all our dealings and negotiations. Strategic in the development of the Gladstone region for the benefit of our clients, stakeholders, strategic partners, Queensland and Australia. Committed to regional priorities, cooperation, sustainability, environmental responsibility and community involvement. Conduct our activities in line with our vision, mission and values.
Our strategic priorities	<p>Priority One: <i>Effective Investment Attraction and Targeted Marketing</i> to world class sustainable industry to promote the Gladstone region as a well-planned industrial centre.</p> <p>Priority Two: <i>Industrial Development</i> of world scale industries in the GSDA by working closely with project proponents, stakeholders and strategic alliance partners.</p> <p>Priority Three: <i>Critical Infrastructure Planning and Delivery</i> to support major project and regional development.</p> <p>Priority Four: <i>Coordination and Communication</i> of activities, initiatives, opportunities, information and developments with project proponents, stakeholders, alliance partners and the community to maintain a positive environment for regional economic development.</p>



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Strategic Priorities and Key Performance Indicators

Priority One	<i>Effective Investment Attraction and Targeted Marketing</i>
Investment attraction and targeted marketing continued in cooperation with the Queensland Government and other development agencies in order to attract investment, industry and infrastructure for the Gladstone Sate Development Area (GSDA).	
Key Performance Indicators	
Ongoing targeted marketing activity and investment outcomes noting long lead times; typically at least three to five years plus for project and infrastructure investment. Some \$50 billion achieved in the period 2006 -2011.	
Priority Two	<i>Industrial Development</i>
Facilitation of industry projects with regular discussions and interactions with all project proponents including contractors and service providers. The GEIDB will establish and coordinate a Gladstone Infrastructure Working Group (GIWG) for each project to allow the proponents to meet with government agencies and stakeholder organisations to ensure a coordinated approach is taken for local logistics activities supporting their construction.	
Key Performance Indicators	
Ongoing facilitation through direct contact, GIWG meetings and other process; recording and reporting significant action outcomes. 150 plus GIWG actions recorded in 2010-2011.	
Priority Three	<i>Infrastructure Planning and Delivery</i>
This priority is to include ongoing implementation of the updated <i>Gladstone Region Social Infrastructure – Voluntary Industry Contributions Framework</i> . The GEIDB CEO is a member of the Gladstone Region Community Development Committee.	
Key Performance Indicators	
Ongoing focus on economic infrastructure outcomes e.g. the Gladstone Port Access Road (GPAR); Curtis Island and Agnes Water to Gladstone road corridors; social infrastructure update/implementation; submissions to government and industry with dollar outcomes - \$70 million achieved 2010-2011.	
Priority Four	<i>Coordination and Communication</i>
The GEIDB not only has a statutory responsibility to provide advice to the Queensland Government on issues of significance regarding economic development in the Gladstone region but also a key strategic priority and position to coordinate and communicate the interaction between strategic partners to benefit the development of the GSDA and the region. In this context the GEIDB is an active participant in a number of regional development initiatives including the Gladstone Region Economic Partnership (GREP) established by Gladstone Area Promotion and Development Limited (GAPDL) and Gladstone Regional Council (GRC) to implement the Gladstone Region Economic Development Strategy (GREDS). The GEIDB is a lead agency in a number of initiatives in the GREDS action plan. GREP membership includes the GEIDB, GAPDL, GRC, GILG, GCCl and AgForce. The GEIDB is also a member of the advisory board of the CQUniversity Centre for Environment Management and a member of the Centre of Enterprise – Fitzroy Central West. The GEIDB CEO is a member of the CQUniversity Gladstone Campus Regional Engagement Committee and is the Chairman of the Dual Sector Engagement Reference Group.	
Key Performance Indicators	
Recognition of GEIDB activity and advice; 12 columns published 2011-12.	



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LOOKING AHEAD

The GEIDB will continue to pursue its strategic vision to establish the Gladstone region as Australia's model 21st Century industrial location and provide leadership and coordination for the development of the Gladstone region as a world class location for large scale sustainable industrial development.

The GEIDB will continue to work closely with the Queensland Government and Gladstone Regional Council, business, industry and the community to realize its goals in a responsible, ethical and honest manner. Its large scale industry development focus will include investment attraction; project facilitation; and planning coordination.

The GEIDB will target community and business benefits to include business and supply chain outcomes; economic development and growth; and positive community and social outcomes.

In alignment with the DEEDI strategic Plan 2011 – 2015 the GEIDB has adopted as shown below the objectives and associated KPI's from the overarching themes for the department's continuing work towards achieving the vision of a strong Queensland economy.

DEEDI OBJECTIVES

Objective	Key Performance Indicator
Objective One: Creating the conditions for business success.	Strength of the economy; and trend in business conditions index.
Objective Two: Helping business and individuals respond to the economic challenges they face.	Level of employment; trend in trade and exports; trend in business investment; and trend in business innovation.
Objective Three: Integrating service delivery to customers.	Percentage of services provided online; level of staff satisfaction and wellbeing; and balanced budget and sound financial management.

