



HINCHINBROOK
SHIRE COUNCIL



ECONOMIC DEVELOPMENT STRATEGY **HINCHINBROOK 2020**



GROW REAL FOOD ON A
HINCHINBROOK FARM

HINCHINBROOK 2020

ECONOMIC DEVELOPMENT STRATEGY

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EXECUTIVE SUMMARY

With a core focus on agriculture, tourism, small business, art and culture, the 2020 Economic Development Strategy is all about generating a new wave of interest in the Hinchinbrook Shire

HINCHINBROOK SHIRE NOW

A statistical snapshot of the Hinchinbrook Shire in 2015 clearly demonstrates the need for an innovative approach to economic development

05

A TALE OF TWO SHIRES

The strategy's vision is clear; a culture of entrepreneurship and forward thinking versus business as usual

06

VISION AND STRATEGY

The 2020 Economic Development Strategy's vision is to create a strong culture of entrepreneurship that builds on the Shire's existing assets and natural beauty. This will be achieved through identifying growth opportunities, supporting local entrepreneurs and attracting new businesses to the Shire

07

THE BIG FIVE

Five key themes referred to as The Big Five provide the framework and timelines required to create new projects, capitalise on local knowledge and attract new investment

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BRAND VISION – THE HINCHINBROOK WAY

The Hinchinbrook Way is a brand that encompasses The Big Five economic development themes, whilst providing the structure for the Shire's branding and its key brand themes – nature, adventure, culture, food and farming

BEYOND 2020

Momentum matters...

EXECUTIVE SUMMARY

A 2015 snapshot of the Hinchinbrook Shire in terms of jobs, tourism and agriculture, identifies confronting statistics that underpin a case for change and the creation of a robust economic development strategy. It is clear that despite the region's extraordinary natural assets and tight knit community, the Hinchinbrook Shire is economically falling behind relative to the rest of Queensland. Without innovative change the 'business as normal' trajectory indicates further economic decline.

The Hinchinbrook 2020 Economic Development Strategy (Hinchinbrook 2020) with locally led support seeks to create a culture of entrepreneurship and forward thinking. This economic strategy defines pathways to diversify the rural sector, develop the Shire as a tourist destination, create vibrant places, leverage local knowledge and capitalise on collaborative partnerships. It also seeks to deliver a strong Shire identity that inspires people from around Australia to take a closer look at the Hinchinbrook Shire and what it has to offer.

Distilled from Council's existing plans, an overarching philosophy The Hinchinbrook Way and five strategic themes the Big Five provide the framework for Hinchinbrook 2020. The Big Five

strategic themes are; dynamic centres, fields of success, authentic destination, local knowledge and collaborative partnerships.

These themes highlight the Shire's strengths and opportunities and provide the framework for key actions and projects to deliver measurable positive change. The Hinchinbrook Way defines the community's enviable way of life and influences the focus of The Big Five to ensure people can work towards a creative, innovative and sustainable lifestyle and common future.

The goal of the Hinchinbrook 2020 Strategy through the development of new infrastructure, community collaboration and targeted projects is to shine a spotlight on the shire and inspire a strong culture of entrepreneurship. By doing this the Hinchinbrook Shire will attract a range of individuals, couples, families and businesses to the region, contributing to the creation of a new economy and better jobs. This will complement the simultaneous development of the shire's vibrant expanding communities and reinforces The Hinchinbrook Way philosophy. Hinchinbrook 2020 is achievable and measurable and provides a realistic vision and strategy that will increase economic prosperity for the Shire.

SNAPSHOT

HINCHINBROOK SHIRE NOW

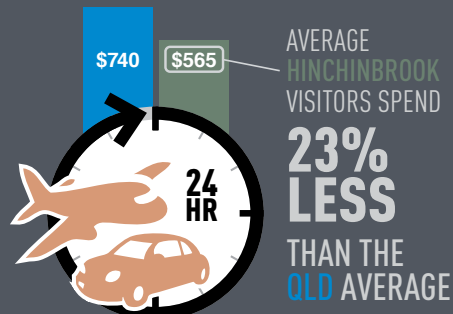
2004-2014 ANNUAL POPULATION GROWTH^A

↑ QUEENSLAND
+2.1%

↓ **-0.3%**
HINCHINBROOK



ANNUAL QUEENSLAND DOMESTIC OVERNIGHT TRIP MARKET^B



UNEMPLOYMENT RATE (2014)^A

HINCHINBROOK 9.1%
QUEENSLAND 6.4%

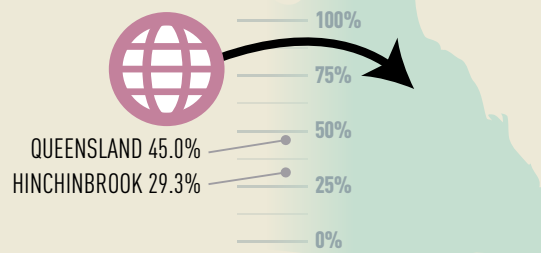
% HOMES WITH INTERNET CONNECTION^A

HINCHINBROOK 63.5%
QUEENSLAND 78.3%

MEDIAN FAMILY INCOME^A

HINCHINBROOK \$61,724
QUEENSLAND \$75,556

MIGRATION 5 YEARS AGO^A



INDEX OF RELATIVE SOCIO-ECONOMIC DISADVANTAGE^A

QUEENSLAND 20.0%
HINCHINBROOK 32.6%

QUINTILE 1
MOST DISADVANTAGED

QUEENSLAND 20.0%
HINCHINBROOK 0.0%

QUINTILE 5
MOST ADVANTAGED



HINCHINBROOK MEDIAN PERSONAL INCOMES ARE

↓ **18.5% LESS^A**
COMPARED TO QLD AVERAGE

^A Queensland Regional Profiles, Resident Profile, Hinchinbrook Shire Local Government Area - Compared with Queensland, Queensland Treasury, 20 May 2015

^B Hinchinbrook Tourism Profile, Average annual data from year ending December 2009 to December 2012, Tourism and Events Queensland 2013

A TALE OF TWO SHIRES



A CULTURE OF ENTREPRENEURSHIP

VIBRANT TOWNS AND VILLAGE CENTRES THAT ATTRACT VISITORS AND BUSINESS GROWTH

CLUSTERS OF FOOD PRODUCERS ESTABLISHING LOCAL AND REGIONAL MARKETS WITH STRONG SUPPORT FROM THE COUNCIL

ENTREPRENEURS, STUDENTS, VISITORS AND YOUNG LOCALS ARE DRAWN TO VISIT AND LIVE IN THE REGION

BUSINESSES BECOMING AWARE OF INTERNATIONAL AND INTER- REGIONAL OPPORTUNITIES THROUGH GOOD COMMUNICATIONS

CLEARLY ARTICULATED PLANS THAT WILL ATTRACT INVESTMENT AND NEW BUSINESS TO THE REGION

A GREATER NUMBER OF BETTER PAID JOBS BECOMING AVAILABLE

EMPLOYMENT INCREASES

EVERYONE IN THE REGION BENEFITS FROM THE ECONOMIC SUCCESS

ENVIABLE LIFESTYLE CHOICES

NO CHANGE, BUSINESS AS NORMAL

DECLINING INTEREST IN THE BUSINESSES IN THE SHIRE, SOME WILL FINALLY CLOSE THEIR DOORS

CONTINUED UNSUSTAINABLE RELIANCE ON NATURAL DISASTERS TO BRING FUNDING AND WORKERS TO THE REGION

VISITORS, YOUNG LOCALS AND INNOVATORS USE THE AREA AS A STEPPING STONE TO OTHER MORE EXCITING AREAS IN AUSTRALIA

LACK OF CLEARLY DEFINED PATHWAYS TO MARKET FOR LOCAL AND REGIONAL BUSINESSES CREATING APATHY AND DISCONTENT

DIFFICULTIES IN ATTRACTING NEW INVESTMENT FROM GOVERNMENT AND CORPORATIONS

EMPLOYMENT DECREASES

RATES AND TAX BASE DECLINES

NO NEW INNOVATIVE BUSINESS DEVELOPMENT AND MARKETING

OVERALL QUALITY OF LIFE FOR THE SHIRE'S RESIDENTS DECLINES OVER TIME

THE 2020 VISION AND STRATEGY

THE 2020 VISION

CREATE a strong culture of entrepreneurship that builds on the regions existing assets and natural beauty.

BECOME a model for rural regeneration throughout Australia

DELIVER realistic and achievable economic outcomes for the Hinchinbrook Shire.

GOALS

A clear strategy that defines the pathway to tourism and agriculture growth in the Shire

Diversification of the agriculture sector

Making it easier and more enjoyable to be a successful farmer

Diversity of successful boutique farms and tourism businesses

Creating memorable visitor experiences that celebrate local character and identity

A Shire that makes investment and doing business enjoyable and viable.

Attract new business and talent to the Shire

Create a culture of entrepreneurship

Make the cost of development and doing business in the Shire regionally competitive

Create town centres that locals love

Increase visitor numbers and visitor spend

Improve quality of life

Activate education tourism products in Hinchinbrook

Increase population

DELIVERABLES

A clearly articulated plan on how to attract investment and new business to the region

Build relationships with new business and investors

Development of a strong independent Shire brand that strategically markets the Hinchinbrook Shire as a stand alone product

Create new jobs

Facilitate growth in existing and new businesses

Deliver better social services and infrastructure

Reinforce the Hinchinbrook Shire as an authentic destination

Facilitate growth in specialised services and new product

Facilitate new training opportunities

Create strong partnerships and alliances between corporate, education, government, tourism and industry

Inform the new regional eco-tourism plan

Retention and growth of the younger population and intellectual capital

THE BIG FIVE THEMES

Council's existing body of strategic plans, including its corporate, economic growth and land use plans reflect over a decade of extensive community consultation, commencing with the 2006 *Our Town Our Future* project and wrapping up with the 2014 *Community Round Table Sessions*. These strategic plans have been extensively reviewed and carefully distilled to provide the vision and structure for this economic development strategy. This process has delivered five clear economic development themes, which resonate through all of Council's key strategic documents. The themes are here-in referred to as 'The Big 5' and will shape and influence the Shire's future. Moreover they will provide direction for all economic development projects through to 2020. Throughout this document The Big Five themes have been articulated and will lead us into actions, outcomes and next phase projects.

	DYNAMIC CENTRES	FIELDS OF SUCCESS	AN AUTHENTIC DESTINATION	LOCAL KNOWLEDGE	COLLABORATIVE PARTNERSHIPS
KEY OBJECTIVES	<p>Vibrant town centres are created that locals love</p> <p>The cost of development and doing business is regionally competitive</p> <p>Hinchinbrook becomes a 'go to place' to establish new businesses</p>	<p>Diversification of rural industries and product</p> <p>Increased local value adding</p> <p>A vibrant local farmers market</p> <p>Successful small scale farming</p>	<p>An iconic Shire Brand</p> <p>Enhance the appeal of Hinchinbrook as a destination</p> <p>Develop and promote memorable visitor experiences</p>	<p>Making local knowledge a marketable resource</p> <p>Local expertise to value-add to new development and business</p> <p>Promoting the local way of life – The Hinchinbrook Way</p>	<p>Develop and support new and existing partnerships</p> <p>Increase potential of existing infrastructure</p> <p>Increase opportunities for local contractors</p>
KEY ACTIONS	<p>Master planning our town centres</p> <p>Urban revitalisation projects</p> <p>Identifying and addressing infrastructure demands</p> <p>Identifying and promoting new markets for business</p>	<p>Identify and market affordable boutique farm lots</p> <p>Agri-knowledge resources are created for existing and new farmers</p> <p>On-farm value adding is supported and promoted</p> <p>Supporting rural industries</p>	<p>Develop and launch a Shire Brand and marketing strategy</p> <p>Develop existing tourism product and source new tourism operators and businesses</p> <p>Deliver Ambassador Program</p>	<p>Active community engaged in all marketing of The Hinchinbrook Way</p> <p>Launch local knowledge projects and workshops</p> <p>Create a series of Hinchinbrook Way manuals and guides</p>	<p>Build strong cases for private and government investment</p> <p>Develop strong connectivity between projects and partners</p> <p>Collaborate with educational organisations to identify partnership opportunities</p>
MEASURES OF SUCCESS	<p>Increased commercial activity</p> <p>More locals choosing to shop locally</p> <p>Increase in development</p>	<p>Increase in range of farm products</p> <p>Establishment of new boutique farms</p> <p>Successful local farmers market</p> <p>Investment into rural industry</p>	<p>Increased visitor spend and stay</p> <p>Increased diversity and scale of tourism businesses</p> <p>Creation of new tourism product</p>	<p>Vibrant local Ambassador Program</p> <p>New Local Knowledge Events</p> <p>New edu-tourism product</p>	<p>New collaborative projects and private partnerships</p> <p>Increased awareness of the Hinchinbrook Shire at State and Federal level</p>

01 THE BIG FIVE DYNAMIC CENTRES

Creating dynamic town and village centres requires more than just making the main street attractive. The variety of attributes that determine the vibrancy and liveability of Hinchinbrook's centres necessitates a holistic approach, ensuring an equitable and successful revitalisation of the region's centres.

OBJECTIVES

- Town and village centres, that locals love are created and maintained
- Hinchinbrook Shire becomes a "go to place" to establish new businesses
- The cost of development and doing business in the Shire is regionally competitive
- Accessible, vibrant and safe town centres are created, maintained and enhanced
- Creation of specialist business precincts
- Expanding and embracing arts and culture within the towns
- Opportunities to socialise and increase business activity are enhanced through improvements to the retail environment
- Increase visibility around all new projects, new businesses and business expansion
- Creation of specialist business precincts
- The Hinchinbrook lifestyle and design vernacular are employed to influence design throughout the Shire
- Connectivity between precincts, towns and attractions is improved
- Entrepreneurialism is promoted and supported within the community
- New entrepreneurs are attracted to the Shire

ACTIONS

SHORT TERM (1-2 YEARS)

- Commence master planning in centres and provide regular community updates on progression
- Create branding, signage and marketing that reinforce the development of dynamic centres
- Identify and promote new markets for business
- Improve connectivity between Ingham CBD and TYTO through signage and improved pathways and infrastructure
- Engage Councillors and local ambassadors through information sessions and provide quarterly progress updates
- Quantify infrastructure demands and prioritise vital infrastructure requirements
- Facilitate business workshops that promote development of existing and new business
- Identify and market new development and business opportunities
- Identify and support potential business opportunities for locals and newcomers to the Shire
- Increase visibility around all new projects, new businesses and business expansion

KEY PROJECTS

The Ingham CBD Master Plan Project

Development and implementation of a five year master plan for Ingham's town centre.

Hinchinbrook Shire Planning Scheme

Ensuring future development and infrastructure capitalises on the uniqueness and strengths of the Shire. This includes positively responding to the local climate and natural hazards, being savvy with infrastructure and strengthening the identity of the 'Hinchinbrook Style'

- Identify business incubator opportunities
- Identify opportunities to drive uptake of the digital economy

MEDIUM TERM (2-4 YEARS)

- Mentor business incubator opportunities in collaboration with Chamber of Commerce
- Developing and promoting festival and other activities within town centres

LONG TERM (4 YEARS PLUS)

- Development and promotion of art hubs at TYTO – i.e. Makers @ TYTO
- Maintain momentum and further develop collaborative partnerships associated with dynamic centres projects
- Review and refine Hinchinbrook Shire Marketing in relation to tourism and Dynamic Centres

THE MEASURES OF SUCCESS

- More locals choosing to shop locally
- New types of businesses in the towns
- Increased activity in the commercial sector
- Establishment of new business precincts
- Vibrant shops, restaurants, hotels and cafes
- Commercial tenancy rates increase

THE BIG FIVE



02 THE BIG FIVE FIELDS OF SUCCESS

Fields of Success recognises the significant potential to grow innovative and entrepreneurial rural industries, to complement the existing sugar cane industry. Building on the success of the past to create the rural lifestyle model for the future, the boutique farm project looks to value add to the existing cane industry that traditionally forms the basis for Hinchinbrook Shire's rural footprint.

OBJECTIVES

- Identify and market a range of boutique farm lots
- Grow and support innovative and entrepreneurial rural industries
- Celebrate and value add to the sugar industry
- Generate and support a new farming lifestyle in the Shire
- Facilitate diversification of food stocks
- Increase on-farm value adding enterprises
- Expand on farm education and tourism opportunities
- Develop and market Hinchinbrook's rural lifestyles
- Support the creation of vibrant farmers markets, re-inventing the age old traditions of community market meeting places
- Increase the prominence of locally produced foods in local and regional food outlets
- Develop a robust regional food system

ACTIONS

SHORT TERM (1-2 YEARS)

- The Hinchinbrook Way philosophy is reflected in the strategic framework of the new planning scheme
- Create and facilitate access to farming knowledge resources for existing and new farmers
- Support and promote farm product value adding enterprises
- Continue to foster and promote the key role of sugar within the regional economy
- Identify and quantify rural lots that may be suitable for boutique farms and protect identified land from future conflicting uses through planning scheme provisions
- Categorise the attributes (i.e.: higher rain fall, sloped, flood plain) on identified boutique farm lots and contrast with potential farm products that can be grown
- Scope key stakeholders in the Boutique Farms Project and commence dialogue
- Develop the boutique farm section of the Hinchinbrook Way Website
- Develop a 'boutique farms' real estate agent certification program
- Source rural investors to develop boutique farm subdivisions

KEY PROJECT

• The Boutique Farms Project

The Boutique Farms Project seeks to facilitate the establishment and success of a diversity of boutique farms within the Shire. Council wish to attract entrepreneurial individuals, couples and families keen to discover and immerse themselves in a new boutique farm lifestyle in Hinchinbrook. The project will seek to bring an exciting mix of new ideas and new people

- Extensively market land availability and the Hinchinbrook Way of life to entrepreneurs
- Examine incentives that support and encourage the relocation of new entrepreneurs to the Shire
- Invite the development of farming technique workshops
- Link the Boutique Farms Project with existing and new rural edu-tourism programs

MEDIUM TERM (2-4 YEARS)

- Create and market farming lifestyle resources
- Continue to identify and mitigate barriers to desired rural industries
- Continue to incentivise the relocation of new entrepreneurs to the Shire
- Work in conjunction with dynamic centre projects to identify a site for farmer's markets

LONG TERM (4 YEARS PLUS)

- Create a vibrant farmers market

MEASURES OF SUCCESS

- Increase in range of farm products
- Establishment of new boutique farms
- Successful local farmers market
- Investment into rural industry
- New farm product in new markets
- Increase in farm tourism
- Increase in drive tourism
- Edu-tourism organisations looking to send students to the region
- Entrepreneurial investors investing in the region
- The Shire builds a reputation for unique farm industries and quality farm produce

THE BIG FIVE

03 THE BIG FIVE AN AUTHENTIC DESTINATION

Successful destinations make the most of their appeal to deliver benefits to the whole community. They do this by having a clear, strategic sense of why their place attracts visitors and what investment it needs to sustain, enhance and grow that appeal. Destinations that are strategically marketed, publicised and managed are more likely to generate 'wise growth' in their visitor economy. They are also more likely to maximise the benefits of that growth in the long term through additional income and increased numbers of jobs.

The things that attract people to the destination are; the natural environment, authentic experiences, heritage and culture, iconic buildings, retail, sports, food, gardens, events and scenery. These attributes make a place special, distinctive and capable of engendering community pride. The best managed destinations also excel in:

Attracting new investment

Developing value-added jobs

Attracting new talent and stimulating innovation

OBJECTIVES

- Enhance the appeal of the Hinchinbrook Shire as a destination
- Create memorable visitor experiences that celebrate local character and identity, rather than importing standardised solutions that erode distinctiveness and relevance
- Increased visitation and income derived from tourism and events
- Improve connectivity between precincts, towns and attractions
- Clearly define what makes the Hinchinbrook Shire attractive for locals and tourists and the investment needed to sustain, enhance and grow that appeal
- Create an iconic shire brand, with strong community ownership that strategically markets the Hinchinbrook Shire
- Identify commercial opportunities to promote the Shire's natural assets, art and culture
- Leverage national, state and regional tourism organisations capabilities, resource programmes and marketing

ACTIONS

SHORT TERM (1-2 YEARS)

- Develop and launch the Shire's tourism marketing strategy
- Develop and launch a Shire Brand Book and Style Guide
- Develop and launch an independent Hinchinbrook Way Website
- Develop and launch the Tourism Ambassador Program
- Develop and launch tourism promotional material
- Market the Shire as a strong and independent entity
- Develop a photographic catalogue of the Shire's locations, products and people
- Commence dialogue with key stakeholders around the Wallaman Falls Master Plan
- Develop and launch The Hinchinbrook Way Drive Tourism Product
- Market identified tourism development opportunities to potential investors
- Source new operators and products that value add to existing in-situ operators
- Promote the range of locations and services available to the film & events industry

KEY PROJECTS

Shire Brand Book and Style Guide Defining the Shire's brand and explaining how the brand works

Shire Marketing Strategy A Shire Marketing Strategy developed around the Shire Brand and targeting specific markets.

Drive Tourism Product Presenting distinct tourism themes as sophisticated drive tourism product that is attractive to a broad spectrum of the drive tourism market.

Wallaman Falls Master Plan Project A catalyst project for private sector investment into new commercial enterprises and enhanced tourism facilities at Wallaman Falls

Hinchinbrook Island Gateway Project Developing and marketing Lucinda as the gateway to local islands and the reef

The Hinchinbrook Way Ambassador Program Leveraging the communities' capacity to promote the Shire



MEDIUM TERM (2-4 YEARS)

- Explore opportunities to work with operators to establish Lucinda as the gateway to Hinchinbrook Island and Channel, Pelorus and Orpheus Island and the Great Barrier Reef
- Install branded street signage that indicate what is available in specific localities, such as culture, food , bushwalks and sports activities
- Promote farm gate stalls as a drive tourism product
- Examine the feasibility of a new road linking Wallaman Falls and Paluma
- Investigate opportunities to develop a membership based Shire Tourism Organisation

LONG TERM (4 YEARS PLUS)

- Investigate opportunities for a diversity of significant events and festivals
- Planning connectivity and seeking funding through collaborative partnerships to establish a road between Wallaman Falls and Paluma

MEASURES OF SUCCESS

- Increased local, national and international tourist visitation
- Increased diversity and scale of tourism business and product
- Becoming a destination of choice where people don't just drive through they stop and stay
- Increase in visitor spend
- Increase in overnight stays
- Creation of new iconic destinations and product



THE
BIG
FIVE

04 THE BIG FIVE LOCAL KNOWLEDGE

The Hinchinbrook Way reflects a way of life, unique to the Hinchinbrook Shire. It defines a way things are done in the community, where people work towards a creative, innovative and economically viable lifestyle and common future. The philosophy behind the Hinchinbrook Way has evolved through the recognition of the Hinchinbrook's Shire's existing cultural and natural attributes.

The Shire will capture practical local knowledge through the development of specific guides and manuals, making 'local knowledge' a marketable resource. These guides and manuals will inform and attract lifestyle specialists to the region.

OBJECTIVES:

- Make local knowledge a marketable resource
- New edu-tourism product
- Develop the Hinchinbrook Way in a holistic manner that is informed by and encompasses local knowledge
- Conserve, celebrate and market the local way of life – The Hinchinbrook Way
- Local expertise adds value to development and business
- Develops successful projects and workshops that recognise local knowledge and encourage locals to teach and pass on their skills
- A successful local ambassador program
- Recognising and embracing a strong local art and culture talent base

ACTIONS

SHORT TERM (1-2 YEARS)

- Develop strategic marketing tools and publicity that enable locals to discuss, support and benefit from the Shire's economic development strategy and marketing
- Develop a photographic catalogue of the Shire's people, locations and products
- Develop signage that is unique to the region and clearly articulates what is available to visit and do in each area of the drive route
- Ensure that all markets are acknowledged and linked to each other in terms of guides, icons, business marketing tools, print and online media
- Target marketing material and parking locations to the RV and Grey Nomad market
- Highlight that relocation to the Shire is not just limited to boutique farmers and new business entrepreneurs it is also about encouraging cooks, artists, and other professionals of all ages to invest in the Hinchinbrook Way of life.

MEDIUM TERM (2-4 YEARS)

- Ensure all markets are acknowledged and linked to each other in terms of guides, icons, business marketing tools, print and online media
- Facilitate retail workshops, creative local events and networking
- Ensure locals have access to support and information. An informed community creates an engaged community and strong foundation local ambassadors
- Investigate opportunities to market local knowledge nationally and internationally

LONG TERM (4 YEARS PLUS)

- Develop events and resources to attract national and international symposiums to Hinchinbrook
- Create tools that will aid the overall marketing and promotion of the region, including a series of world class 'go to guides'.



KEY PROJECTS

Hinchinbrook Architectural Style Guide

Developing and celebrating the local design vernacular

Flood management manuals

Developing and promoting the local approach to flood management

The Hinchinbrook Way Ambassador Program

Leveraging the communities' capacity to promote the Shire

MEASURES OF SUCCESS

- A community actively engaged in the creation, production and publicising of the Hinchinbrook Way philosophy and the various guides and plans that are derived from the project
- Increased national and international tourist visitation
- Successful development of new edu-tourism product
- Events and projects run by locals for locals and visitors
- Planned development embracing the Hinchinbrook Way
- Themed development sites embracing farming and aging gracefully



THE BIG FIVE

05 THE BIG FIVE COLLABORATIVE PARTNERSHIPS

Despite the region being rich in knowledge and practical ideas, access to resources has traditionally been a challenge. Partnerships and collaborations therefore represent a very effective means for the community, local industry and Council to leverage opportunities and increase efficiencies. Cooperation across public and private sectors also provides a vital platform for knowledge sharing and capacity building. This strategy seeks to foster and promote beneficial partnerships that will drive local development and facilitate investment in the region.

OBJECTIVES

- Strengthen existing and developing new strategic partnerships with industry, government and traditional owners
- Source and attract a diversity of new high growth businesses to the Shire
- Market development opportunities through local stakeholders and ambassadors
- Increase stakeholder involvement in project planning , resourcing, decision making and implementation
- Maximise and market the use of local contractors and service providers within major regional projects
- Capitalise on existing port, air, rail and road infrastructure
- Build strong investment cases for private and government investment in the Shire
- Develop unique opportunities and packages for early adopters

ACTIONS

SHORT TERM (1-2 YEARS)

- Develop relationships with regional partners that genuinely reinforce the Shire brand and achieve regional objectives
- Explore new opportunities to collaborate with key regional educational entities on major projects
- Target international companies seeking new venues and locations for their brands
- Source and promote champions for the key economic development projects throughout all areas of the community
- Identify existing or near future capital works projects and maximise opportunities for local services providers and contractors
- Ensure all marketing and promotional material interconnects
- Market edu-tourism opportunities and potential job creation specifically to educational organisations
- Collaborate with State and Federal partners to deliver new programs that will address cost inequities in infrastructure provision and services
- Engage Councillors and local ambassadors through information sessions and provide quarterly progress updates

MEASURES OF SUCCESS

- Increase in locally based research projects
- Increase in tertiary education partnerships
- Increase in collaborative partnerships with private enterprise
- Increased exposure of Hinchinbrook Shire collaborative projects

- Provide clear pathway for communication with existing and new business
- Explore private partnership opportunities for eco tourism development and extreme sport events and products

MEDIUM TERM (2-4 YEARS)

- Engage with Defence Force to stage exercises within the Shire
- Market the success of collaborative partnerships
- Develop and promote investment cases for new projects
- Target international companies seeking new venues and locations for their brands

LONG TERM (4 YEARS PLUS)

- Maintain momentum with State and Federal government to continue programs addressing cost inequities in infrastructure provision and services

- Increase in edu-tourism product and visitors
- Engagement of stakeholders in land use planning and master planning projects
- Increased awareness of the Hinchinbrook Shire at State and Federal level



THE BIG FIVE



ENJOY A SCENIC CRUISE ALONG THE
HINCHINBROOK CHANNEL



THE BRAND VISION THE HINCHINBROOK WAY

OXFORD ENGLISH DEFINITION OF THE WAY

Ones way

One's characteristic or *habitual manner* or way of *behaviour* or *expression*:

Ways

The *customary behaviour* or practices of a *group*:

The Way

A *road, track, or path* for travelling along:

The Brand Vision refers to a new brand for the Shire and is independent to the Hinchinbrook Shire Council's existing corporate brand.

THE BRAND VISION

THE HINCHINBROOK WAY

BRAND VISION

CREATE an iconic brand that embodies and celebrates The Hinchinbrook Way. An all-encompassing logo that acknowledges the individual and collective aspirations of the community

DELIVER a comprehensive suite of media collateral, including: web, print, radio, TV, signage, maps, guides, manuals and social media

BECOME a destination choice showcasing the region's existing assets and natural beauty alongside new infrastructure and product.

This will create a new economy and better jobs

CREATE

a brand and logo that:

- Defines the Shire
- Represents the Hinchinbrook Communities' shared aspirations
- Targets specific markets
- Enables destination marketing
- Puts Hinchinbrook and its products on the map

a marketing campaign:

- that locals love and champion
- is relevant and attractive to our target markets

a Brand Book and Style Guide:

- informing the marketing campaigns to all our target markets
- that clearly articulates the format and use of the brand
- defines our market differentiation

DELIVER

Website: A sophisticated website showcasing the Hinchinbrook Way. This website will incorporate linkages to Council, businesses, experiences, events and opportunities

Signage: Incorporating the logo and iconography to guide visitors through the region, icons and signs will be unique to The Hinchinbrook Way

Maps and Guides: Crafted pocket maps, guides and apps guiding visitors through the region

Social Media & Networking: Developing content to inspire public generated content reflecting The Hinchinbrook Way

Ambassadors: Facilitating information sessions and providing tool kits to inform and inspire an army of local ambassadors

TV: Product placement and feature tourism

BECOME

- An authentic destination providing iconic experiences that other places cannot replicate
- A place locals love to live in, visit and promote
- A destination for arts, craft and culture
- A destination for quality independent and speciality shops
- A destination with a diversity of experiences, events and produce
- A destination renowned for edu-tourism products
- An expanding community

THE HINCHINBROOK WAY



BRAND THEMES - ICONS



FOOD

Cafes

Delis



Farmers Market

Farm Gate Sales



NATURE

Bird watching

Scenic drive

Boat cruises

Beach walking

Wetlands

Waterfalls

Volcanos



ADVENTURE

Fishing

Mountain Biking

Dirt Bikes

4WD

Rock Climbing

Canyoning

Horse riding



Bush walking

Diving



FARMING

Sugar cane

Edu-tourism

Farm Stays

Well being

Fish Farms



Farm activities and workshops



CULTURE

Knowledge

Art

Music

Heritage Walks

Museum

Indigenous

SUB THEME - ICONS

Further Sub Theme
Icons will be
developed through
the branding book
and style guide

EXPLAINING THE BRAND

The Hinchinbrook Way is a **journey** that can start with a day trip, allowing you to **immerse yourself** in the Hinchinbrook way of life. Your visit is likely to **surprise** you and **inspire** a return to **discover more**. Your return visit may be another holiday, or for those that **fall hopelessly in love** with The Hinchinbrook Way... perhaps a lifetime move.

The Hinchinbrook Way is embodied within the logo... it has no beginning and no end. Each colour and theme flows seamlessly... demonstrating a timelessness and respect for all cultures and ways of life throughout Hinchinbrook Shire.

The colour palette reflects the natural setting, be it dawn or dusk and references a golden era for the Shire while also providing inspiration for the future. The brand, logo and marketing incorporate a distinctly vintage style acknowledging the past while embracing an exciting future. It is on trend for our target market and is both timeless and iconic.

The brand, logo and marketing will clearly differentiate the Hinchinbrook Shire from other regions. Importantly the brand can be as easily applied to a jar of locally produced jam, as to a Shire flag, a conference banner or a heritage walk.

BEYOND 2020

MOMENTUM MATTERS

This strategy's key projects need to be continually developed, promoted and actioned beyond 2020.

By 2020 Hinchinbrook Shire will be known for the quality and diversity of its boutique farms and tourism experiences. Hinchinbrook Shire will be firmly on the map.

To achieve this momentum matters.





CATCH A WILD BARRA IN HINCHINBROOK



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