



Economic Development Strategy

2025 – 2029



Outback Looking Forward

Contents

Mayor's Message	3	Strategic Themes	16
Strategy on a Page	4	Skills & Population	17
Introduction	6	Agriculture & Mining	18
Our Region	8	Infrastructure & Essential Services	19
Our Economy	10	Tourism & Events	20
Strategic Context	13	Small Business & Innovation	21
Stakeholder Engagement Overview	14	Partnerships, Planning, & Development	22
		Implementation and Next Steps	23



Acknowledgement of Country and Services

Winton Shire Council acknowledges the Traditional Owners of the land on which the Winton Shire falls on and pays respects to Elders past, present, and emerging. We acknowledge those from the defence force who served in the past to preserve our freedoms and those serving today who continue to protect the country which we all call home.

Mayor's Message

Our community is at the heart of everything we do, and a strong economy helps keep that heart beating.

The Winton Shire Economic Development Strategy is an important step forward. It sets out a clear plan to grow local jobs, attract new opportunities, and build a bright future for everyone in the region.

This Strategy aligns with Winton Shire Council's long-term goals to support local business, strengthen our industries, and make Winton a great place to live, work, and visit. It gives us direction, while staying true to who we are as a community.

We're proud of what we've already built, and now it's time to build on that momentum. From agriculture and tourism to events and opal mining, small business and innovation, this Strategy shows how we'll grow Winton's economy in a smart and sustainable way.

Local businesses and partnerships are key to making this happen.

This Strategy was shaped with input from our community and industry stakeholders, because we know that real progress comes from working together.

Winton is a proud Shire with a rich history that is home to many Australian icons like Qantas and Waltzing Matilda.

Winton's future is full of potential – let's keep building on our strengths, supporting our people, and unlocking new opportunities for the future.

Together, we can shape a stronger, more resilient Winton for generations to come.

Cr Cathy White
Mayor
Winton Shire Council

Councillors



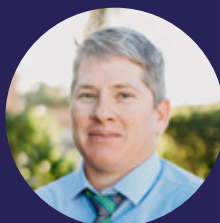
Cr Cathy White
Mayor



Cr Tina Elliott
Deputy Mayor



Cr Frank Standfast



Cr Adrian Lenton



Cr Jacob Mutton



Cr Julie Dorries

Strategy on a Page

The Winton Shire *Economic Development Strategy* sets the course for continued economic development across the region, identifying and elevating our many strengths.

Economic growth is underpinned by a resilient and engaged community. This Strategy builds upon Winton Shire's robust foundations in local business and industry to deliver sustainable economic growth and unlock significant opportunities for future investment.

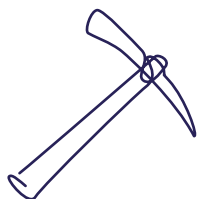
Our Vision

Winton Shire will leverage our traditional economic strengths and emerging opportunities to be a vibrant, resilient, and innovative economic centre that reflects the identity of our people and place.

STRATEGIC THEMES



Skills & Population



Agriculture & Mining



Infrastructure & Essential Services

ASPIRATIONS

- Liveability and Population Attraction
- Education, Training, and Job Readiness
- Workforce Participation

- Opal and Gypsum Production
- Grazing
- Future Agriculture
- Advocacy

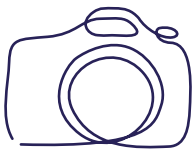
- Roads and Transport
- Health and Wellbeing
- Water Infrastructure
- Disaster Resilience
- Digital Infrastructure

ECONOMIC PRINCIPLES

Resilience

Opportunity

Identity



Tourism & Events

- Culture and Stories
- Festivals and Events
- Film Industry
- Tourism Marketing and Promotion
- Tourism Infrastructure (private and public)
- Natural Tourism



Small Business & Innovation

- Emerging Industry
- Small Business and Services
- Investment Attraction
- Energy Innovation



Partnerships, Planning & Development

- Council as an Enabler, Provider, and Employer
- Planning and Development
- Partnerships and Collaborative Relationships
- Advocacy

Innovation

Efficiency

Advocacy

Introduction

Winton Shire is well placed to capitalise on emerging economic and innovation trends and accelerate economic growth and development across the region.

Winton Shire has a range of unique economic strengths and opportunities curated and progressed through previous investment and activity. This Economic Development Strategy will take us into the future, guiding action and delivery that mitigates risks and maximises our strengths.

This Strategy sets out the vision, strategic themes, priorities, and key objectives to enhance and achieve economic outcomes for Winton Shire.

This Strategy is a multi-dimensional planning and delivery tool, with various levels of government, the private sector, and community all playing a role.

Winton Shire Council is a critical player.

As representatives of the local community and economy we act as a coordinator, advocate, facilitator and deliverer of economic development.

This Strategy combines community and stakeholder engagement, research and best practice findings. It provides a framework to support economic development, address emerging challenges, leverage strengths, and pursue emerging opportunities to support a resilient and successful economy.

Our Vision

Winton Shire will leverage our traditional economic strengths and emerging opportunities to be a vibrant, resilient, and innovative economic centre that reflects the identity of our people and place.





Our Economic Principles

This Strategy has established core principles that will serve as the guiding tenets for the economic prosperity of the Winton Shire community.

Resilience

An economy which...

- Is robust to adversity, challenges, and periods of difficulty
- Celebrates industrial, economic, and workforce diversity and the associated mitigation of risk
- Is comprised of a skilled, collaborative, and resilient workforce

Opportunity

An economy which...

- Provides pathways to prosperity
- Enables economic mobility
- Entices and encourages participation and retention, both amongst local and external individuals and businesses

Identity

An economy which...

- Leverages and celebrates local stories, characters, community, heritage, and environment
- Acknowledges and celebrates First Nations heritage and contributions
- Promotes, furthers, and actively contributes to local cultures and identities

Innovation

An economy which...

- Embraces new ideas for existing industries
- Explores emerging industries, businesses, and investment opportunities
- Considers the integration of technology for economic enablement

Efficiency

An economy which...

- Pursues objectives pragmatically and effectively
- Minimises obstructions and barriers
- Works to streamline processes and regulation

Advocacy

An economy which...

- Positions priority projects that will facilitate economic growth for investment
- Navigates barriers and challenges to businesses through support, assistance, and collaboration

Our Region

This is a Strategy for all of Winton Shire. It aims to consider the benefits and opportunities for the community and various economic stakeholders across the whole Local Government Area.



Key Attractions, Facilities, and Services

Winton Shire offers a diverse range of attractions, facilities, and services for a community of its size. These assets play a vital role in supporting the local economy and enhancing quality of life, contributing to the Shire's resilience, liveability, and long-term growth. A snapshot of our region's offerings include:

Key Attractions

Arno's Wall
Australian Age of Dinosaurs
Museum of Natural History
Avro (QANTAS) Sign – Sunset Site
Bladensburg National Park
Cawnpore Lookout & Lilleyvale Hills
Combo Waterhole
Corfield & Fitzmaurice Historic Building
Corfield Hotel
Crackup Corner, Yard and The Dustarena
Diamantina River Road
Lark Quarry Dinosaur Trackways
Middleton Hotel
North Gregory Hotel
Old Cork Homestead
Opal Walk
Opalton Bush Camp and Mining Tour
Pelican Waterhole
Searles Outback Store
Tattersalls Hotel
The Royal Open-Air Theatre
Waltzing Matilda Centre
Willie Mar Chinese Market Heritage Site
Winton & Diamantina Heritage Truck Museum
Winton Club
Winton Hotel
Winton Sign – Sunset Site

Education

Country University Centre
RAPAD CWQ Winton
Little Swaggies Child Care Centre
School of Distance Education
St Patrick's Primary School
Winton Kindergarten and Preschool
Winton State School

Key Services

Great Artesian Basin Bores
Neighbourhood Centre
Winton Airport
Winton Ambulance
Winton Fire Station
Winton Library
Winton Police Station
Winton QGAP
Winton Saleyards
Winton Town Cemetery

Health & Wellness

Diamantina Gardens
Independent Living
Western Queensland Primary Health Network
Winton 60 & Better Program
Winton Medical Practice
Winton Multipurpose Health Service
Winton Neighbourhood Centre
Winton Pharmacy

Recreational Facilities

Eric Lenton Memorial Recreation Grounds
Judy Heslin and Stephanie Greenwood Youth & Disaster Recovery Centre
Public Parks & Playgrounds
Walking Networks
Winton Golf Club
Winton Memorial Swimming Pool
Winton Showgrounds

Major and Regional Events

Corfield Races
Desert Championships Way: Outback Camel Trail, Winton Camel Races
Festival of Outback Opera
Gem of the West Winton Campdraft
John Villiers Outback Art Prize
North Gregory Turf Club Races
Outback Writers Festival
Queensland Boulder Opal Association – Winton Opal Festival
Vision Splendid Outback Film Festival
Winton Golf Club Diamantina Open Championships
Winton Outback Festival
Winton Pastoral and Agricultural Show

Our Economy

Our economy is built on a strong tried and tested base. This supports a resilient and inclusive economy that serves our community, and benefits many beyond our boundaries. It also enables the exploration of innovative and emerging opportunities to greater disperse and diversify our economic activity.

Economic Snapshot

Gross Regional Product¹

\$148.394m

	Winton Shire ²	Very Remote QLD ³	Queensland ⁴
Population			
Total population	1,129	52,481	5,199,548
Population change (since last census)*	+0.04%	-0.46%	+7.7%
Median age	45	35	38
Percentage of community over 60	30.3%	18.8%	22.8%
Income & Housing			
Median weekly income	\$1,316	\$1,391	\$1,675
Digital Inclusion Index	65.0 ⁵	N/A	73.0 ⁵
Unoccupied private dwellings	21.9%	22.0%	9.3%
Median monthly mortgage repayments	\$863	\$1,000	\$1,733
Median weekly rent	\$150	\$145	\$365
Rental vacancy rates	0.0% ⁶	N/A	1.0% ⁷
Employment			
Unemployment rate	1.2%	5.7%	5.4%
Participation rate	60.6%	57.5%	61.6%
Education			
Percentage of population year 12 or higher	47.4%	48.9%	65.7%

1. REMPLAN, Winton (2023)

2. Australian Bureau of Statistics, Winton (2021)

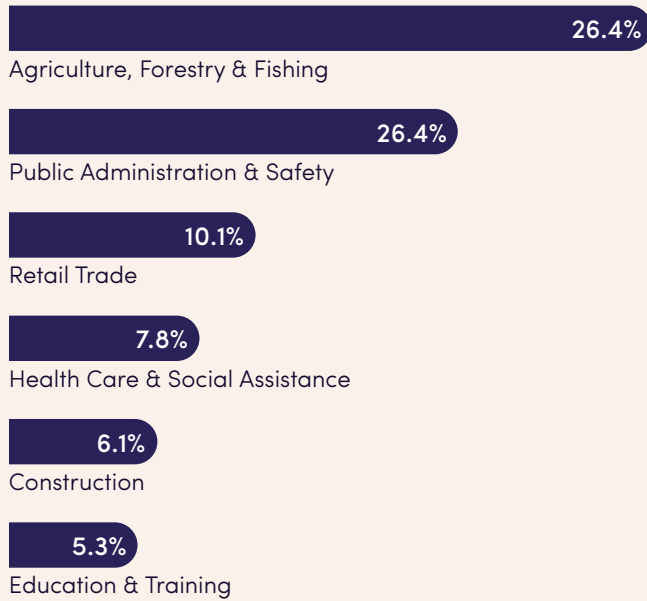
3. Australian Bureau of Statistics, Very Remote Australia (QLD) (2021)

4. Australian Bureau of Statistics, Queensland (2021)

*Please note: Population changes are measured over the 5 year period between each Australian Census

Key Industries

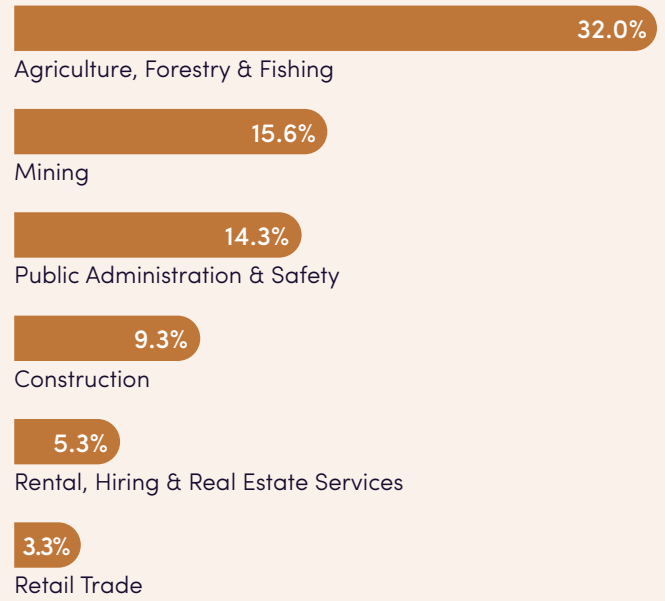
TOP INDUSTRIES BY EMPLOYMENT¹



NUMBER OF BUSINESSES⁸

255

TOP INDUSTRIES BY ECONOMIC OUTPUT¹



LARGEST CONTRIBUTOR WITHIN AGRICULTURE²

14.8% Beef Cattle Farming (specialised)

Tourism & The Visitor Economy¹

DOMESTIC DAY VISITORS

\$152 Average spend per trip

	Domestic	International
Average stay (nights)	4	24
Average spend per trip	\$693	\$1,160
Average spend per night	\$179	\$48

5. Australian Digital Inclusion Index (2022)

6. Queensland Housing Strategy 2021 -2025, Local Housing Action Plan (2023)

7. Real Estate Institute of Queensland's, Residential Vacancy Rate Report for the Final Quarter of 2024 (2024)

8. National Emergency Management Agency, Winton Profile (2025)

Our community is at the heart of everything we do, and a strong economy helps keep that heart beating.



Strategic Context

This Strategy sits within an interconnected strategic framework both within Winton Shire Council and the broader regional, state, and national context.

There are a range of policies and strategies that provide context for this Strategy, a selection of these documents are listed below.

	Document	Description
LOCAL	Economic Development Strategy and Action Plan 2018–2023	Winton Shire’s current state, delivering clear actions and strategic direction for economic activity.
	Winton Shire Council Corporate Plan 2022–2027	Winton Shire Council’s 5-year strategic direction, informing Council’s Annual Operational Plan.
	Queensland Housing Strategy 2021–2025 (Local Housing Action Plan)	Initiative between the Queensland Government, Winton Shire Council, and the Western Queensland Alliance of Councils (WQAC) in response to housing challenges in Winton Shire.
	Winton Shire Council Operational Plan	Sets out Winton Shire Council’s strategic direction for the next year and aligns with their long-term vision to create new innovative opportunities for Winton.
	Winton Shire Planning Scheme	Sets out to guide and direct Winton Shire’s growth and development planning over the coming 10–20 years.
	Winton Shire Council Arts & Cultural Policy	Sets out and prioritises resource planning to support arts and creative opportunities in the region.
	Winton Shire Council Dark Sky Policy	Outlines Winton Shires plan to minimise light pollution, protect Winton’s natural dark skies, enhance the region’s appeal for astrotourism and support long-term environmental sustainability.
	Winton Shire Council Strategy for Ageing Well in Winton	Consolidates current activities, strategies, and planned programs into a single framework to outline a clear direction and focus on ageing and wellbeing for Winton.
STATE & REGIONAL	Saleyards Precinct Strategic Masterplan	Sets out future development and operation of the saleyards, considering key pathways for their successful operation.
	Economic Development Queensland Strategic Plan 2022–2026	Queensland Government’s plan to create and invest into more sustainable places for Queensland to flourish.
	Queensland Treasury Strategic Plan 2024–2028	Queensland Treasury’s plan to develop and maintain a stronger economy.
	Queensland Destination 2045 Tourism Plan	Sets out the Queensland Government’s plans for boosting tourism and building on the strong foundations that already exist throughout Queensland.
	Central and Western Queensland Infrastructure Plan	Queensland Government’s strategic priorities for Central and Western Queensland.
	2021 – 2024 Outback Destination Management Plan	Sets out the implementation phases to guide and generate tourism growth for Australian outback experiences and adventure tourism in Queensland.
NATIONAL	Remote Area Planning and Development Board	Committed to facilitating, promoting, and delivering initiatives that support the region’s community, environment, and economic development.
	THRIVE 2030 The Re-Imagined Visitor Economy	Australia’s plan to return to sustainable growth of the visitor economy by 2030.
	Northern Australia Action Plan 2024–2029	Northern Australia’s plan to capture new and emerging opportunities and address challenges with a focus on sustainable and resilient development.
	Regional Development Australia – Central and Western Queensland	Regional Development Australia Central and Western Queensland (RDACWQ) administers various programs and projects focused on economic development.

Stakeholder Engagement Overview

This Strategy was informed by consultation with key stakeholders across the economy.

Engagement encompassed the following groups and activities:

Stakeholders

- Community Members
- Key Regional Stakeholders and Representatives
- Business Leaders
- Council Staff
- Industry and Tourism Body Representatives and Members
- Councillors and Council Senior Leadership Team
- Queensland Government Representatives

Engagement Mechanisms

- Facilitated Workshops
- Site and Community Visits
- Community Gatherings and Conversations
- Written Submissions
- Digital Workshops



Community engagement undertaken to inform this Strategy identified a series for economic strengths, challenges, and opportunities for Winton Shire. These are highlighted below, and directed the principles and themes of this Strategy.

Economic Strengths

Agriculture

- Nationally significant primary production
- Traditional production, particularly cattle grazing, as well as a range of emerging agricultural opportunities

Opal Mining

- Rich source of boulder opal
- Strong domestic and international export options

Natural Advantages

- Geological and geographical strengths
- Higher level of water security due to access to the Great Artesian Basin
- Paleontological site

Visitor Economy

- Three-time winner of Queensland Top Tiny Tourism Town
- Strategic location on inland tourist route
- Unique tourism offerings
- Strong volunteerism
- Compelling events calendar

Lifestyle & Community

- More affordable cost of living compared to other localities
- Vibrant cultural offering and diverse heritage and histories
- Welcoming and dynamic community
- Positive lifestyle

Economic Challenges

Population and Workforce

- Difficulty growing and retaining local workforce
- Gap in the skills and employment market, particularly relating to professional and essential services

Housing and Accommodation

- Shortage of suitable housing and accommodation, particularly for transient workforce
- Ageing and increasingly unserviceable housing stock
- Misalignment between typology of available housing and demand

Transport and Connectivity

- Limited digital connectivity (only one cell service provider)
- Poor road and rail infrastructure
- Limited flights and high cost of transport

Increasing Costs and Barrier to Doing Business

- Increasing regulatory burden on business – at the State and Federal levels of government
- Cost of living exerting pressure on wages
- Rising costs of production/supply chain

Industrial/Agricultural Water Security

- Dry climate and risk of drought limits water intensive activities
- Access to subterranean water is limited by regulation, and for specific purposes only

Tourism

- Maturity and consistency of tourism products and service standards
- Seasonality of tourism

Economic Opportunities

Innovation

- Integrating emerging technologies into existing agricultural practices to increase efficiency and productivity
- Exploring energy production pathways including opportunities to contribute to increasing demand and attracting regional investment
- Promoting the Welcome to Winton campaign and initiative

Diversification

- Examining options to diversify within primary production to increase resilience to drought and volatile stock prices, including capitalising on demand for dry-weather export products
- Leveraging remote work and virtual learning to diversify industry, workforce, resident attraction, and increase youth retention

Education

- Leveraging technology to broaden upskilling and education opportunities within the region, including expanding on opportunities for younger community members to remain in Winton Shire (Country University Centre)
- Exploring education as an export, leveraging the range of educational activities and experiences available to visiting schools and education facilities e.g. palaeontology tourism, AB Paterson College, University connections (e.g. Griffith, CQU)

Tourism

- Integrating Winton Shire's stories into the tourism offering, further leveraging on the unique brand established by the region (including Indigenous, industrial, agricultural, and pre-history stories)
- Investigating 'value add' options aligned with traditional industry, including the tourism potential around agricultural and opal mining experiences
- Developing the growing tourism market and investigating options to encourage year-round high-yield visitation
- Investigating the impact and potential benefits of Matilda Way and the Outback Way on tourism and transport dependent industries

Governance

- Increasing collaboration at the regional level, including with the Queensland Government, to develop a regional approach to managing common economic threats and challenges
- Reducing red-tape and regulation, including advocacy from Council to other governments, and Council playing a 'concierge' (facilitation) role for investors, businesses, and community members in navigating regulation
- Investigating advocacy opportunities
- Exploring partnership potentials

Strategic Themes

Council has identified 6 key strategic themes that will guide the delivery and implementation of this Strategy.

The Strategic Themes identify the focus and target areas of this Strategy, and organise our programs, projects, and policies into key areas.



**Skills &
Population**



**Agriculture &
Mining**



**Infrastructure &
Essential Services**



**Tourism &
Events**



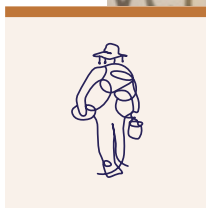
**Small Business &
Innovation**



**Partnerships, Planning
& Development**

Through this Strategy, Council will undertake a range of actions to progress the economic priorities of Winton Shire. A sample of our priority actions have been included for each Strategic Theme for the purpose of exemplifying the type of activity that will take place.

Skills & Population



Our community is at the heart of everything we do.

This Strategy commits to investing in and empowering people to help unlock our full potential as a region.

Priority actions include:

Liveability and Population Attraction

- Provide infrastructure to further support a healthy, active, and enjoyable lifestyle in Winton Shire
- Continue to develop the amenities, (parks and gardens) and facilities, (sport and recreation facilities) of Winton town
- Explore policy levers to encourage rejuvenation of the housing stock
- Investigate residential and industrial land development
- Work with the Australian and Queensland governments to encourage skilled migration to the region
- Consider options to promote and advertise working and living in the region

Workforce Participation

- Explore remote and flexible working opportunities to enhance workforce participation
- Identify local barriers to workforce participation and options to address
- Investigate the challenges of access to childcare
- Promote programs that support labour force participation of an ageing workforce



Education, Training, and Job Readiness

- Promote existing local education opportunities, encouraging higher uptake and youth retention
- Train and develop Council staff to build our local skills base and 'grow our own'
- Support and collaborate with the Country University Centre
- Continue to promote palaeontology (dinosaur) education for example the Australian Age of Dinosaurs Museum of Natural History (AAOD)
- Consider, where appropriate an employee-sharing model (e.g. single employer across agencies and businesses to cater for peaks and troughs)
- Develop partnerships to advocate for additional educational opportunities





Agriculture & Mining

The Winton Shire economy is supported by the strength of our agriculture and mining industries.

This Strategy will continue to support and promote our economic foundations and make the most of future opportunities and innovations that further these industries.

Priority actions include:

Opal and Gypsum Production

- Collaborate with producers and vendors to enable value-add initiatives, particularly in concert with tourism providers
- Create the narrative of Winton Boulder Opal on the national and international stage (Australia's National Gemstone)

Grazing

- Develop a defined advocacy position for Council to Queensland Government on supporting the grazing industry through improved infrastructure, access to markets, pricing, and inputs

Future Agriculture

- Partner with research facilities and producers to identify appropriate dry-weather crops to pilot
- Promote adoption of technology and digital connectivity to drive agricultural productivity and innovation
- Enhance intergenerational knowledge and skills transfers
- Explore opportunities to further enhance water endowments e.g. the Great Artesian Basin

Advocacy

- Pursue dialogue with the Queensland Government and private sector to explore potential future opportunities
- Continue to advocate for infrastructure that supports growth in key agriculture and mining sectors

Infrastructure & Essential Services



Infrastructure and essential services are vital to a well-functioning economy.

This Strategy commits to developing and maintaining infrastructure and essential services needed for the future.

Priority actions include:

Roads and Transport

- Investigate better utilisation/expansion of the Winton Airport to improve connection across the region
- Continue to enhance the critical links around the region, for example: the Outback Way, Winton to Hughenden Road, Winton to Richmond Road
- Maximise the Council Saleyards opportunities

Water Infrastructure

- Collaborate with the Queensland Government to identify opportunities to develop our water assets

Digital Infrastructure

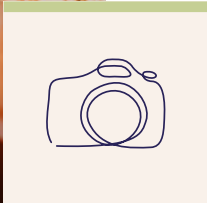
- Identify key digital infrastructure gaps and 'black spots' and advocate to relevant authorities to address
- Investigate partnership models with telecommunications providers to support improved digital connectivity

Health and Wellbeing

- Collaborate with Queensland and Australian Governments, industry, and community to deliver on community health priorities e.g. ageing in place
- Consider additional social and recreational infrastructure and enhancement to existing facilities

Disaster Resilience

- Continue investigations into protecting against flooding around Winton, including through the Winton Flood Mitigation Levee Project



Tourism & Events

Winton Shire is a great place to visit with a unique tourism offering.

This Strategy commits to continuing to promote our distinct and diverse identity to visitors near and far.

Priority actions include:

Culture and Stories

- Embed Winton Shire’s diverse cultural stories and heritage as a part of its tourism offering, including Indigenous culture
- Explore further opportunities to promote cultural tourism and events, including for Indigenous culture

Film Industry

- Collaborate with Queensland and Australian film stakeholders and authorities to showcase Winton as a destination for filming
- Develop Film Prospectus to encourage filmmakers to make Winton their next cinematic destination

Tourism Infrastructure (private and public)

- Promote the Waltzing Matilda Centre as a focal point for Council’s tourism marketing
- Enhance and promote strategic tourism attractions, for example; Lark Quarry, AAOD, Truck Museum, Crackup Company, Royal Theatre, streetscape
- Develop a business plan for the Waltzing Matilda Centre

Festivals and Events

- Support community, regional, and major events
- Support arts and culture initiatives
- Investigate existing and potential events from a strategic lens to consider the outcome potential

Tourism Marketing and Promotion

- Develop an annual Tourism Action Plan with the Community and Economic Development Advisory Committee
- Update Winton Shire’s Tourism Marketing & Events Strategy

Natural Tourism

- Continue development of Winton Shire as a Dark Sky Community, and promote this to new tourism markets
- Collaborate with the AAOD Natural History Museum to promote awareness and visitation
- Promote and support efforts to enhance outback flora and fauna, including a focus on local national parks and niche nature tourism markets (e.g. birdwatching)

Small Business & Innovation



Innovation drives new and enhanced economic possibilities.

This Strategy embraces emerging opportunities to build, grow, and support local businesses and our broader economy.

Priority actions include:

Emerging Industry

- Explore opportunities to attract investment in renewable energy, ensuring Winton Shire does not miss out on investments across the region
- Investigate strategies for rebooting the film industry (with a focus on leveraging the Vision Splendid Outback Film Festival)

Investment Attraction

- Encourage business investment in emerging technologies
- Develop and promote an Investment Prospectus



Small Business and Services

- Partner with the Winton Business & Tourism Association to identify small business priorities, encourage business-to-business collaboration, and create investment and employment growth
- Continue promotion of the Welcome to Winton small business and visitor initiative
- Support and deliver for the Small Business Friendly Program
- Identify and develop opportunities for small communities of Opalton, Middleton and Corfield
- Continue collaboration with the Tourism and Economic Development Advisory Committee
- Explore digital innovation for small businesses

Energy Innovation

- Work with the Australian and Queensland governments to attract energy projects to the region



Partnerships, Planning & Development

Working together to leverage our collective strengths is crucial to driving sustained economic growth.

This Strategy commits to enhancing partnerships, planning, and development across the region.

Priority actions include:

Council as an Enabler, Provider, and Employer (e.g. thin markets)

- Develop a small business concierge service to assist in the navigation of regulation
- Continue to provide economic stability to the community as a major employer, and support stability through long-term capacity planning

Partnerships and Collaborative Relationships Across Community, Industry, and Government

- Build relationships with the Queensland and Australian Governments, community, and industry to advocate for investment, infrastructure, and support
- Develop an annual Advocacy Plan
- Continue developing and growing relationships with key stakeholders including the Remote Area Planning and Development Board (RAPAD), Advisory Committees, and Government

Planning and Development

- Embed planning and development opportunities in the Investment Prospectus
- Investigate planning reforms that incentivise and accelerate local investment
- Work with the local community and investors to identify and address local planning and development barriers

Advocacy

- Ensure that council's Advocacy Plan includes economic priorities

Winton Shire Council will continue to collaborate and work together with key stakeholders. We have a range of key relationships, including with RAPAD, advisory committees, and governments and we will continue to build on these relationships to progress key priorities.

Implementation and Next Steps

This Winton Economic Development Strategy sets out the long-term vision and strategy for Winton. Council is committed to enhancing the wellbeing of our community through enhancing Winton Shire's economy.

To deliver this Strategy, Council will take on many roles, including a leader, collaborator, and advocate for the community.

Key implementation tasks and activities will include:

- Delivery of high priority economic development programs and activities
- Preparation of an annual Tourism Action Plan
- Development of a business plan for the Waltzing Matilda Centre
- Development of a small business concierge service to assist in the navigation of regulation
- Preparation of an annual Advocacy Plan
- Development and promotion of an Investment Prospectus
- Regular monitoring and reporting of economic indicators and strategies and recalibration of plans and strategies accordingly

Winton's Economic Development Action Plan identifies key implementation priorities, capabilities and resource requirements, accountabilities, and milestones. This Action Plan will be implemented by Council and regularly reviewed and updated in line with local economic conditions.

How to stay involved

Progress will be regularly reported throughout Council documents and our website. To find out more:

- Get in contact with Council
- Keep an eye on our website
- Find out about relevant programs and projects





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