

# CARPENTARIA SHIRE

# ECONOMIC DEVELOPMENT STRATEGY

## Action Plan 2020-2025

Updated November 2023



The Carpentaria Economic Development Strategy 2020 – 2025 was adopted in October 2020 and contains projects that will be worked on over the five-year timeframe. It outlines industries, tourism and local agencies that all play a role in the current economy for the Shire.

The primary purpose of the Economic Development Strategy (EDS) is to support Council and the community to grow the economy in a strategic and planned manner.

The strategy identifies a vision, key opportunities, and short to medium term actions that have been developed in consultation with all levels of government, business, industry and the community.

This updated action plan provides Council and the Carpentaria Community with a progress report of what has been completed and a timeline to complete the remaining actions.

To request a copy of this plan, please contact Council or, alternatively, you can download a copy from our website [www.carpentaria.qld.gov.au](http://www.carpentaria.qld.gov.au)

Normanton Administration Centre:  
29-33 Haig Street, Normanton

Karumba Civic Centre:  
Walker Street, Karumba

Postal Address: PO Box 31 Normanton QLD 4890  
Email: [council@carpentaria.qld.gov.au](mailto:council@carpentaria.qld.gov.au)  
Phone: (07) 4745 2200  
Fax: (07) 4745 1340  
[www.carpentaria.qld.gov.au](http://www.carpentaria.qld.gov.au)  
[www.facebook.com/CarpentariaShireCouncil](https://www.facebook.com/CarpentariaShireCouncil)

## Welcome to Country

Carpentaria Shire is the traditional country of many Indigenous groups and the townships of Normanton and Karumba are the traditional land of the Gkuthaarn, Kukatj and Kurtijar people.

Carpentaria Shire Council would like to respectfully acknowledge the traditional owners of the lands and waters that form the Region. Council pays its respect to Elders past, present and emerging and welcomes the ongoing role that First Nations people play within the Carpentaria community.



## Carpentaria Shire Economic Development Strategy 2020 – 2025 Action Plan

### Tourism

Our community embraces new and growing opportunities that promote the region’s rich natural environment

- *Implement and link local and regional Strategies.*
- *Identify and grow natural attraction and tourism opportunities*
- *Extend shoulder tourism seasons*
- *New possible ways for new business opportunities from our agricultural products.*

Actions	Lead	Partner Stakeholders	Key deliverables	Status Report	Dates due
Develop adventure and outback, indigenous and cultural experiences.	CSC DCDTRP	Local Indigenous Groups DTIS – Tourism Division	Expand tourism products, experiences and businesses.  Additional experiences to retain visitors within Carpentaria Shire longer, thereby increasing revenues from tourism.	See Outback by the Sea Tourism Strategy 2021.	2025
Release the Carpentaria Shire Council Tourism Strategy 2010-2022.	CSC DCDTRP	DTIS Local Tourism operators, Local Indigenous Groups	Develop and deliver Strategy.	Outback by the Sea Tourism Strategy adopted Feb 2021.	Strategy delivered.  Review Strategy in 2025.
Progress actions within the Tourism Strategy.	CSC DCDTRP	Local tourism operators DTIS Local Indigenous Groups	Establish advisory committee.	Implementation Plan currently being drafted.  EOI for Advisory Committee to be advertised.  Draft Terms of Reference for Advisory Committee presented to November 2023 Meeting of Council.	Plan to be drafted by end Aug 2023.  Advisory Committee established by Dec 2023.

Gulf Savannah Farm Station Stay manual.	GSD CEO	CSC to assist distribution	Manuals to be completed.	Completed manual (parts 1 and 2) to be disseminated to station owners and available on Council's website.	Oct 2020 - completed. CSC to disseminate and promote by end December 2023.
Development of the Normanton Monsoon Centre.	CSC DCDTRP	GTM Bynoe DTIS	Feasibility study completed 2009. Study to be reviewed 2023.  Funding application to be submitted.	Applications have already previously been submitted but were unsuccessful. New applications may have to be differentiated from previous applications.	New application submitted by June 2025 if appropriate funding source is identified.
Indigenous tourism products from retail to wholesale.	CSC DCDTRP	Traditional Owner Groups CLCAC Bynoe GSD DTIS Indigenous Advisory Team	Workshop with Indigenous groups and businesses.  EOI to be developed for supply to VICs run by CSC.	Workshop is planned for October and November. EOI currently in draft format.	Oct - Dec 2023 – workshop.  EOI to be sent out by end 2023.
Develop new destination marketing material.	CSC DCDTRP	GSD Local Tourism Businesses QR DTIS NWMP Team	Outback by the Sea material is updated and new destination website implemented.	Collateral is updated and being disseminated in VICs. Operators to be contacted also for inclusion of distribution.  Small business Commissioner visit in August 2023 provided an opportunity to engage with local businesses.	Complete, material to be reviewed by June 2024.

Development of the Mutton Hole Wetlands.	CSC DCDTRP Bynoe	Local Indigenous Groups GSD DTIS – Tourism Division	Explore future sustainable business models to promote and enhance the visitor experience. Provide recommendations to Council.	Review of relevant existing websites and marketing is currently underway.	Report to Council by June 2024
Gulf Savannah Regional Branding.	GSD	Regional tourism groups DTIS CSC	Report has been adopted and recommendation to focus on tourism rather than food.	Outback by the Sea branding is currently on most websites and documents but an audit is currently underway to maximise future exposure.	Audit and recommendations to ELT by September 2024.
Development of the Early Explorers Display – Burns Philp Building.	CSC DCDTRP	Regional Tourism Group University CSC	Engage with universities to ascertain if they are able to assist with research for the early explorers within the Southern Gulf Region.  Development of Business Case to attract funding for the Display.	Early discussions with two separate universities to ascertain appetite to assist.	Engage with university to commence research by June 2024 Business Case to be developed by June 2025.

### Agriculture

As a region, we recognize actions that promote growth in agricultural related activities.

- *Look at how we can grow the agricultural potential of the region.*
- *Seek new possible ways for new business opportunities from our agricultural products.*

Regional branding and marketing of local products including beef, prawns, and fish.	Local business groups	Karumba Prawns CSC Local fishing operators Local beef producers	Karumba Prawns brand (Austral Fisheries) markets produce nationally – explore opportunities to expand. Establishment of local outlets and partnerships to promote local brand.	Meeting with the FIAL is currently being sought to explore opportunities and partnerships.	Ongoing
Investigate the potential for value-add opportunities within the beef supply chain industry.	CSC Beef producers	Peak Bodies Agriculture	Supply chain opportunities investigated with focus group.	Focus group workshop planned for March 2024.	By June 2024
Investigate diversified agricultural opportunities such as broadacre cropping.	GSD	Landowners CSC	Trials to be undertaken.	Cropping trials established include Protected cropping, sorghum, sesame seed.	Ongoing

### Fishing

We want to be recognized as having a sustainable, strong and balanced fishing industry.

- *Look at ways of maintaining the viability of our commercial and recreational fishing.*
- *Explore the potential for artificial reefs to attract fishing and tourism activities.*

Create a fishing habitat off Karumba to increase recreational fishing.	NGRM	CSC DCDTRP	Grant prepared and submitted. Grant successful.	Council is working on a project to create an artificial reef.	By December 2023
Work with commercial and recreational fishing groups to improve sustainability.	NRM Groups	CSC DCDTRP	Regular meetings with groups, action plans developed	Action plan developed with local groups.	Ongoing

## Community

We are a community where more people will want to live, visit and experience.

- We will work to maintain and grow our community services for locals and visitors.
- Explore how we can recognize and promote the attributes of living and working in the Shire.

Progress Lilyvale subdivision.	CSC	Real estate agent appointed	First stage released and second planned 2024/2025	First stage released September 2023	December 2023 (first stage - sold)
Enhance networking to share good stories to promote community pride.	CSC DCDTRP	Business networks and community groups	Three press releases (3) and four (4) networking events per year facilitated by Department CDTRP.  Release of Monthly Newsletter.	Karumba 150 celebrations successfully delivered.  Small Business Commissioner visit in August.  Charity Ball August 2023.	Yearly and ongoing
Improve digital connectivity across the Shire.	CSC Telstra GSD	Network providers	Advocate for better digital connectivity – 4 meetings with providers advocating per year.	Telstra and Starlink have announced a new partnership recently - July 2023.	Ongoing
Identify gaps and address gaps in training and employment.	Bynoe	TAFE Employment Network Agencies, Local Business DSBET Education Qld CLCAC	Gulf Training Academy to be operating and TAFE site to be reactivated.  Four advocacy pieces per year including meetings arranged.	A meeting took place in early July with Dept Education and local stakeholders.	Ongoing
Karumba Point Foreshore Protection.	CSC	DSDILGP	To enhance tourism experience. Grants to be applied for.	Stabilising of foreshore occurring through additional sand placement. Kurumba Town Plan	June 2024 – stabilisation works complete.

Further development of the Karumba Port.	CSC	Townsville Port, Local business operators using Port	At least three meetings with key stakeholders per year to advocate.	Mayor and CEO are attempting to schedule a meeting with Townsville Port in relation to the Port Operations. This is part of election ask from NWQROC and WQAC \$200,000 secured by GSD to develop Business Case for Port development.	Ongoing
Establishment of an agricultural training academy or TAFE related courses.	Bynoe CSC	TAFE DYJESBT	Re-establishment of an academy and TAFE in Normanton campus.	A meeting took place in early July with Dept Education and local stakeholders.	June 2024 TAFE announced in October 2023 that it will reopen Normanton Campus for Get Job Ready Courses on January 2024.



**Small business**  
 We support our small businesses and welcome new business opportunities.

- *Encourage locals and visitors to spend and purchase more in the region.*
- *Introduce and actively encourage a “Buy Local” program.*
- *Increase the uptake of new technologies by the business community.*

Identify and support existing businesses needs to be more competitive.	CSC CEO Mayor DCDTRP	DYJESBT	Sign Small Business Charter with Small Business Commissioner.	August 2023 Small Business Friendly Accelerator Action Plan Completed and sent to Small Business Commission Digital marketing and grant writing workshops delivered in October 2023	Complete
Identify and support small business support activities.	CSC DCDTRP CDO	DSDTI NWQRO	At least 20 small business support services and engagements provided per year	As measured in Customer Service spreadsheet	Ongoing
Support local business to expand, grow and modernize,	CSC DCDTRP	DYJESBT NW QRO	At least 20 small business support services and engagements provided per year	As measured in Customer Service spreadsheet	Ongoing

**Working together**  
 We believe having productive partnerships between government, business, industry and community is important.

- *Seek opportunities to share resources.*
- *Look for and develop projects that will grow our community and economy. Secure reliable digital connectivity that is used across the Shire and region.*

Plan and action a pathway to make new residential and commercial land available.	CSC	LHAPAC	DCDTRP to work with Strategic Planners to identify further opportunities. Report to Council.	Some work completed and presented to Council. Available on website under the Advocacy Tab.	June 2024
Work with Traditional Owners on land requirements – cultural monitoring.	CSC Bynoe	CLCAC TO Groups	Establish working group.	Call EOI in late 2023	Group to be established by June 2024
Pursue funding to install a digital connection between Normanton and Karumba (Optic Fibre)	CSC	GSD DSDILGP DTIS NWQRO	Application to be prepared. Advocacy to take place (2 meetings per year) If successful engage Telstra to install Fibre.	Funding successful Telstra engaged to install Fibre Optic Cable	Completed

**Stakeholder list**

Bynoe – Bynoe CACS

CLCAC – Carpentaria Land Council Aboriginal Corporation

CDO – Community Development Officer

CSC – Carpentaria Shire Council

CSC DCDTRP – Carpentaria Shire Council, Director Community Development, Tourism and Regional Prosperity

GSD - Gulf Savannah Development (CEO – GSD Chief Executive Officer)

DCDTRP

DSDILGP – Department of State Development, Infrastructure, Local Government, and Planning

DTIS – Department of Tourism, Innovation and Sport

DYJESBT – Department of Youth, Justice, Education, Small Business and Training

LHAPAC – Local Housing Action Plan Advisory Committee

Natural Resource Management Groups - Gulf Savannah NRM, Southern Gulf NRM

NWQROC- North West Queensland Organisation of Councils

TAFE – Qld TAFE

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