



Quilpie Shire Economic Development and Tourism Strategy 2020-2024 Consultation Information Sheet

Quilpie Shire Council has commissioned consultants [SC Lennon & Associates](#) to prepare the *Quilpie Shire Economic Development and Tourism Strategy 2020-2024*. The purpose of the strategy is to provide Quilpie Shire Council with direction for economic development and tourism promotion and facilitation over the next five years. When complete, the strategy will deliver a framework and a plan of action, to build on and strengthen partnerships between Quilpie Shire Council, government, industry and the community to support the development of the local economy.

Economic Development Strategy Objectives

'**Economic development**' is the continuous process of growing an area's level of income and capital (wealth) and distributing that wealth (through local expenditure and jobs) to the community. Typically measured in terms of income and employment, economic development is also about improvements in education, skills, health, culture, community wellbeing, 'place' and the environment. Ultimately, it is about improving **quality of life** or to capture the concept in a single word, it is about **prosperity**.

For Quilpie Shire, desired economic development and tourism strategy outcomes include the growth and retention of existing businesses; new industry development; the attraction of visitors; and increased employment. To this end, the *Quilpie Shire Economic Development and Tourism Strategy 2020-2024* will:

- Establish a detailed understanding of Quilpie Shire's current economic status and performance, as well as relevant regional policy settings informing local economic opportunities.
- Articulate key issues, challenges and opportunities for Quilpie Shire Council to consider in its role as a facilitator and promoter of economic development and tourism.
- Identify potential collaborative partnerships, where Quilpie Shire Council can engage with other stakeholders on matters concerning local and regional economic development and tourism.
- Provide Quilpie Shire Council with guidance to develop an informed, clear, actionable and achievable 'road map' for economic development and tourism to 2024.

Stakeholder consultation and engagement is a key component of the strategy development process.

Some Prompts for Discussion

Sasha Lennon of the consultant team is meeting with government agencies, industry representative bodies, regional development organisations, tourism associations, local businesses and others to discuss Quilpie Shire's economic development and tourism strengths, issues, challenges and opportunities. As a key stakeholder, the consultant would like to discuss with you, the following:

1. **Generally speaking, what do you consider to be Quilpie Shire's:**
 - **Strengths and Attributes?**
 - **Constraints and Challenges for economic development?**
 - **Opportunities for growth and investment?**
2. **Having regard for the activities of your organisation, what are the **key issues** impacting on the economic prosperity of the Quilpie Shire area, your particular industry or your community of interest?**
3. **What are some **key potential projects and activities** (planned or otherwise) which could support the economic prosperity of the Quilpie Shire area? This could relate to a key industry sector, an 'enabling' piece of strategic infrastructure or other opportunities pertaining to your particular interests.**
4. **What do you believe should be the **priority considerations** for Quilpie Shire Council in its role as a promoter and facilitator of economic development and tourism?**

For more information, please contact Karen Grimm, Tourism Manager, Quilpie Shire Council on 4656 0540, or kareng@quilpie.qld.gov.au.

About SC Lennon & Associates

SC Lennon & Associates is a Queensland-based economics consulting and advisory practice. Leaders in the field of economic development policy and strategy formulation, our team includes experts in economic development, tourism, regional planning, economic analysis, research and communications.

The firm provides clients in Australia and around the world with informed solutions to a range of policy and planning challenges based on the highest-quality information and an expert understanding of social and economic development trends and issues.

The firm's clients include governments, policy think-tanks, universities, non-government organisations, investment promotion agencies and private enterprise.

Our services include:

Policy and Strategy:

- Economic development strategies
- Tourism strategies
- Investment promotion strategies
- Workforce planning strategies
- Prospectus writing
- Economic studies

Research and Analysis:

- Socio-economic profiling and analysis
- Business confidence surveys
- Cost-benefit analysis
- Business case preparation
- Economic impact assessments
- Industrial land studies
- Socio-Economic needs analysis
- Industry studies

Planning:

- Strategic planning
- Urban and regional planning
- Infrastructure planning
- Corporate planning
- Commercial and industrial land use planning
- Workshop facilitation
- Targeted stakeholder engagement
- Strategy implementation planning / action planning

Sasha Lennon, Director

With 25 years' experience as a consultant, Sasha is a nationally-recognised leader in the field of economic development policy and strategy formulation, socio-economic research and analysis, industry studies, population and employment forecasting, tourism strategies, economic impact assessment, consultation, strategic planning, policy and strategy writing and communications.



Qualifications

- Bachelor of Economics (La Trobe University)
- Graduate Diploma in Advanced Economics (La Trobe University)
- Master of Journalism (Queensland University of Technology)
- Australian Certified Economic Developer (ACEcD)

Expertise

- Economic Development Strategies
- Tourism Strategies
- Indigenous Economic Development Strategies
- Investment Promotion Strategies
- Policy and Program Reviews
- Corporate Plans
- Cost-Benefit Analysis
- Regional Economic Impact Assessments
- Business Case Preparation
- Economic Studies
- Socio-Economic Research and Analysis
- Industry Analyses
- Workforce Planning Strategies
- Stakeholder Engagement and Workshop Facilitation
- Communications
- Policy and Strategy Writing



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