



**Street Address** 50 Brolga Street, Quilpie Qld 4480  
**Phone** (07) 4656 0500 **Facsimile** (07) 4656 1441  
**Email** [admin@quilpie.qld.gov.au](mailto:admin@quilpie.qld.gov.au) **Web** [www.quilpie.qld.gov.au](http://www.quilpie.qld.gov.au)  
**ABN** 53 680 434 639  
**All correspondence to be addressed to:**  
Chief Executive Officer. PO Box 57, Quilpie QLD 4480

Our Reference: 196811 : Stuart Mackenzie

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## MEDIA RELEASE

### “Council Sets Road Map for the Future”

At its Ordinary Meeting held on Friday 12 June 2020, Quilpie Shire Council adopted the 2020-2024 Economic Development and Tourism Strategy.

Developed by SC Lennon and Associates following extensive community consultation, the ‘Outback Horizon 2024’ strategy presents a plan of action for economic and tourism development over the next five years.

Council’s Mayor, Stuart Mackenzie says the implementation of the actions detailed in the strategy will help facilitate the resilience, competitiveness and success of local businesses to attract investment, diversify the economy and provide the foundations for the jobs of the future.

“Council has a key role to play in promoting, encouraging and enabling economic activity across the entire shire”, Cr Mackenzie said.

“Supporting tourism and economic development requires a strategic, informed and targeted approach”, he said.

Outback Horizon 2024 documents opportunities for action that Council and its partners can address collaboratively across three main themes.

“Not only will we support the development of a strong and sustainable outback visitor economy, we must also support the sustainable development of mining and agriculture”, Cr Mackenzie said.

“Thirdly, if we are to grow our economy we need to ensure we attract and retain our residents and we will continue to promote Quilpie Shire as a location for investment, employment and outback living”, he said.

The full plan can be viewed on Council’s website, [www.quilpie.qld.gov.au](http://www.quilpie.qld.gov.au).

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