

ECONOMIC DEVELOPMENT STRATEGY

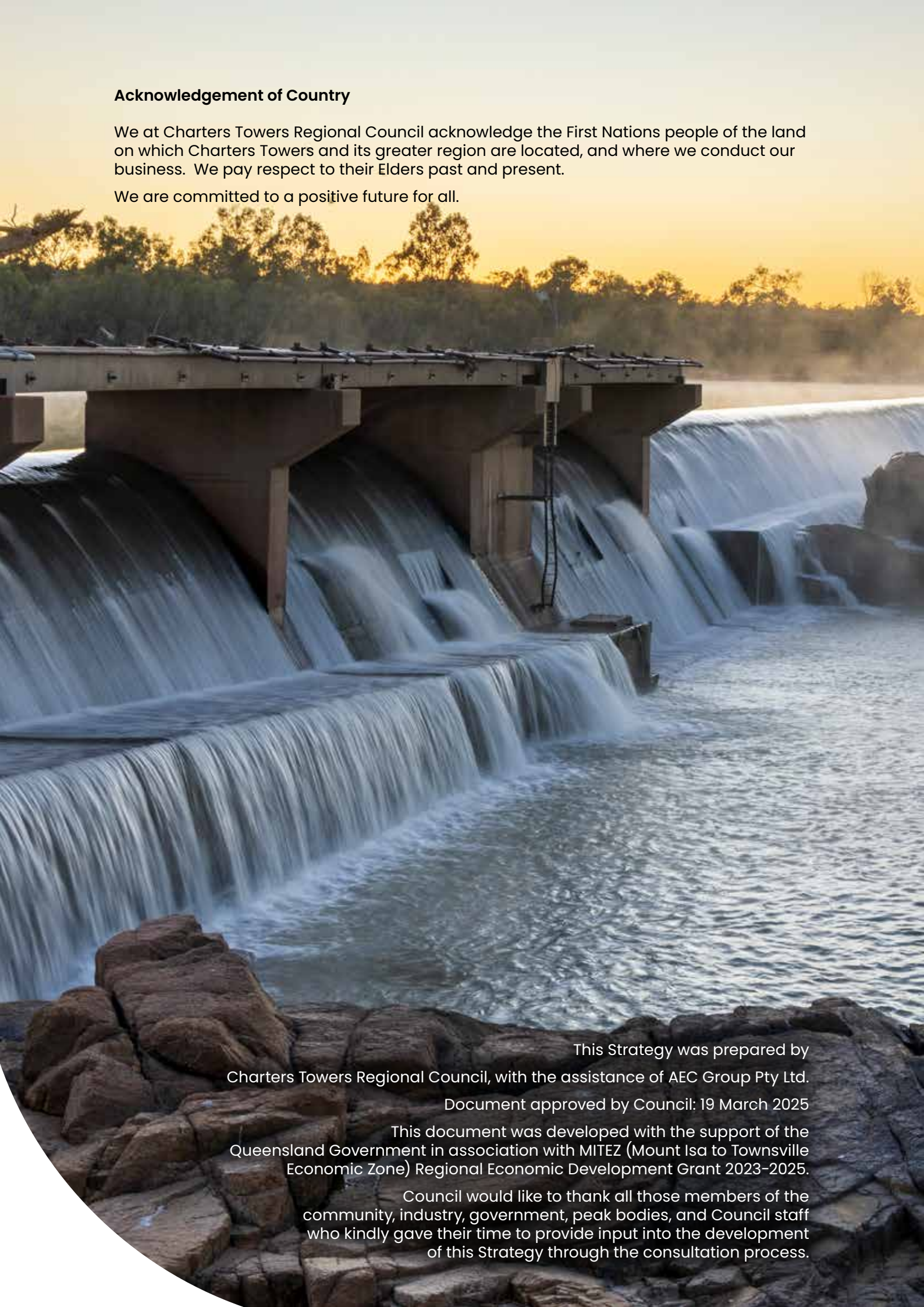
CHARTERS TOWERS REGIONAL COUNCIL



Acknowledgement of Country

We at Charters Towers Regional Council acknowledge the First Nations people of the land on which Charters Towers and its greater region are located, and where we conduct our business. We pay respect to their Elders past and present.

We are committed to a positive future for all.



This Strategy was prepared by
Charters Towers Regional Council, with the assistance of AEC Group Pty Ltd.

Document approved by Council: 19 March 2025

This document was developed with the support of the
Queensland Government in association with MITEZ (Mount Isa to Townsville
Economic Zone) Regional Economic Development Grant 2023–2025.

Council would like to thank all those members of the
community, industry, government, peak bodies, and Council staff
who kindly gave their time to provide input into the development
of this Strategy through the consultation process.

Contents

Our Mayor’s Message	01
Our Region	02
Our Economy	04
Our Local Businesses	07
Our Visitor Economy	09
Our Community’s Vision	10
Our 2030 Vision	11
Council’s Role	13
Our Regional Strengths	15
Our Challenges to Overcome	16
Our Growth Opportunities	17
Our Targeted Outcomes	19
Our Focus Areas	20
Our Delivery Plan	23
Measuring, Monitoring, & Reporting	30



Message from Our Mayor

It gives me great pleasure to present the Charters Towers Region's Economic Development Strategy and Action Plan for 2025–2030.

The next five years are a crucial time for the future of the Charters Towers Region as we look to secure our region's ongoing prosperity and growth.

This Strategy has been shaped through meaningful consultation with our community, business leaders, and industry stakeholders. I would like to thank those who offered their valuable input and insights that enabled us to present a cohesive economic development strategy that complements our community's vision for the future. It is designed to guide all levels of government, clearly articulating the services and infrastructure we need to overcome our challenges, capitalise on our strengths, and realise our opportunities.

We see the Charters Towers of the future as a diverse region that thrives on its rich cultural heritage, a place where families and residents of all ages can be happy, healthy, and safe, and a place where people can be proud to live, work, and enjoy the country lifestyle that we all know and love.

I am proud to endorse this roadmap to our future and I look forward to continuing to work with and for the community as we deliver the Economic Development Strategy and Action Plan and shape the future success story of the Charters Towers Region.

Liz Schmidt

Mayor, Charters Towers Regional Council



Our Region

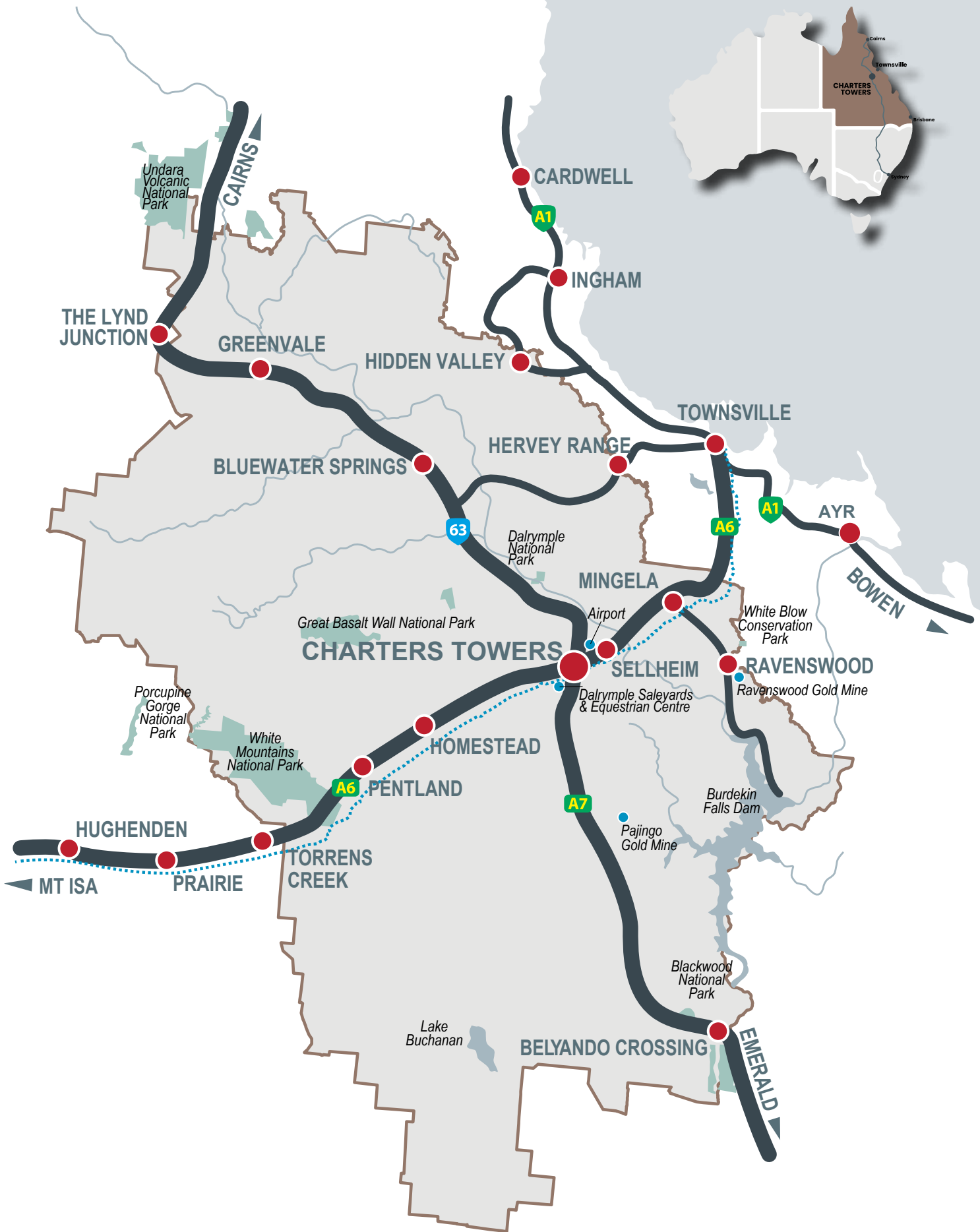
Charters Towers is a historic town located approximately 130 kilometers southwest of Townsville and is known for its rich gold mining history, well-preserved heritage buildings and a strong sense of community. When asked what they liked about living in the region, residents had the following to say:

“Country living with close proximity to city resources.”

“Conveniently located an hour from the city with inland highway connections north, south, east, and west.”

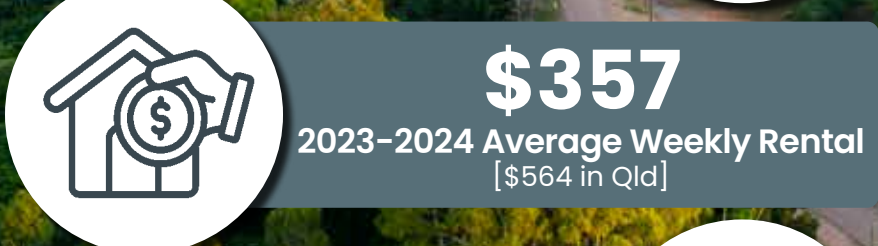
“Its natural beauty, its people, its history including mining and military history. It has a feeling of country hospitality.”

“Unique blend of heritage and liveability for families, combined with immense potential for industrial and renewables investment.”



Our Economy

The Charters Towers economy has traditionally focused on agriculture and mining. These industries have shaped the town's identity and continue to play a crucial role in today's economy. Emerging sectors of the future will include health, education and construction.



TOP FOUR INDUSTRIES [2022-2023]



Mining

GRP \$369.9M, FTE 899

Agriculture, Forestry & Fishing

GRP \$144.9M, FTE 476

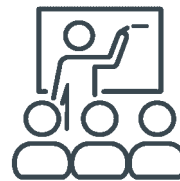


Healthcare & Social Assistance

GRP \$65.8M, FTE 702

Education & Training

GRP \$64.7M, FTE 864





Our Local Businesses

Small businesses are and will continue to be the backbone of the region's economy. From retail shops and restaurants to tradespeople and professional services, small businesses foster local employment, entrepreneurship, and community spirit. There are opportunities for small businesses to thrive in sectors such as tourism, retail, hospitality, and various trades.

It is important to note that the traditional sectors of mining and agriculture have strong supply chain linkages that are primarily serviced by small businesses. This interconnectedness between small businesses and major industries underscores their importance in the overall economic prosperity of the region.





Our Visitor Economy

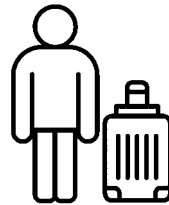
The Charters Towers Region is steeped in a rich cultural history, highlighted by the variety of heritage buildings and historical sights. Its strategic location at the crossroads of the Gregory Developmental Road and Flinders Highway makes it an ideal daytrip destination for neighbouring regions, while its proximity to the coastal regional hub of Townsville offers visitation opportunities to travellers from all around Australia.

48.8%

Daytrip Visitors

2.8

nights
Length of Stay



349,193

Visitors 2023-2024

0.8%

International Visitors

36.6%

Intrastate Visitors

13.8%

Interstate Visitors

37.5%

from Townsville
Domestic Over
Night Visitors

2023
Visitor Nights



506,452

nights

2023-2024
Daytrip Visitor Spend



\$150

per day

2023-2024
Domestic Overnight Spend



\$284

per night

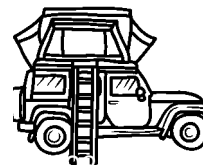
KEY ATTRACTIONS



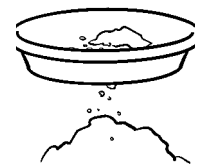
Boutique
Shopping



Festivals
& Events



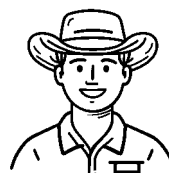
Camping &
Exploring



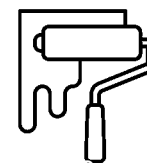
Gold
Panning



Heritage
Architecture



Agri-Tourism



Australia's Largest
Handmade Mural

Our 2030 Vision

COMMUNITY STRATEGIC PLAN 2023-2033



COMMUNITY

ECONOMY

ENVIRONMENT

CIVIC LEADERSHIP



“A region that emphasises continuous improvement and a sustainable future for its communities. We will focus on enhancing infrastructure, supporting local businesses, embracing growth and preserving Charters Towers’ unique heritage and environment.”



ECONOMIC DEVELOPMENT VISION 2025-2030



A great place to have a small business

Small businesses can grow with access to skilled local workforce and local supply contracts.

Council attracts investment through proactive incentives and forward planning.

Local entrepreneurship, innovation, and collaboration is encouraged and supported.

A thriving community

A vibrant and highly liveable place with quality infrastructure, affordable housing, and community events.

A sustainable population, focused on attracting and retaining younger generations (families).

A premier service hub for the North West

Position Charters Towers as the leading hub for essential services across the North West including health, education and transport.

Offer authentic and unique retail experiences for locals and visitors alike.

A vibrant tourism economy

Development of unique attractions, experiences and events.

Destination of choice for heritage and outback experiences.



CHARTERS TOWERS REGIONAL COUNCIL

Council's Role

Council has five key roles relating to economic development, which are to:



Under these core roles, there are several initiatives that Council can undertake to support economic development.

- **Investment Attraction:** Promote the opportunities in Charters Towers for doing business and make investment easy. Provide incentives for investment and encourage innovation.
- **Advocacy:** Advocate for State and Australian Government incentives for business and major projects. Seek funding to enhance opportunities in the region, including health services, aged care, education and telecommunications.
- **Tourism Attraction/Promotion:** Promote the Charters Towers Region as a unique and accessible tourism destination leveraging heritage, culture and natural attractions. Support business startups in the tourism industry.
- **Local Business Support/Community Engagement:** Regularly communicate with businesses, industry and the local community to ensure challenges are addressed and opportunities are leveraged.
- **Placemaking:** Improve the region while ensuring the unique features of townships and communities are maintained.
- **Enabling Infrastructure:** Encourage timely enabling infrastructure from Council (including sewage systems, water infrastructure, and roads) to support development and reduce barriers to entry for new business.
- **Establish and Facilitate Strategic Direction:** Develop a compelling long term vision for the Charters Towers Region and support the vision with an advocacy strategy.
- **Planning and Support:** Planning should allow for flexible and fast paced development approvals, with clear guidelines and acceptable impacts.



“ Charters Towers -
small town charm
with big business
potential ”

Our Regional Strengths



Agriculture

The region's strong agricultural sector (primarily beef) serves as a cornerstone of the economy, supported by regionally significant infrastructure including the Dalrymple Saleyards (4th largest throughput in Queensland).



Mining

The region has a well established mining sector and a number of critical mineral deposits such as nickel, cobalt, gold, zinc, and copper. The anticipated CopperString 2032 development positions Charters Towers to capitalise on growth in mining and critical mineral resources.



Education

The region has high quality educational institutions for primary and secondary. The quality and availability of these schools make Charters Towers a regional education hub for rural and remote areas.



Strategic Location

Proximity to Townsville's port, rail, and airport makes Charters Towers a strategic location for supply chain activities. Being situated at the crossroads between Gregory Developmental Road and the Flinders Highway offers transport opportunities and connects communities.



Land for Development

The region has significant surplus of land to accommodate commercial, industrial, and residential development. Combined with competitive land affordability, the region has strong development potential.



Low Cyclone Risk

The inland location of Charters Towers reduces cyclonic impacts experienced by coastal communities. This offers a significant advantage and reduced risk for investment in the region when compared to places like Townsville.



Rich History

Charters Towers is a region defined by its remarkable history. Once a thriving gold rush hub, it earned the nickname "The World" for its global significance in wealth and prosperity. During World War II, it played a pivotal role. This rich heritage remains a cornerstone of the region's identity and visitor attraction.



Relaxed Lifestyle

The relaxed lifestyle of the region blends country living with a safe, family friendly environment overflowing with community charm.



Strong Events Calendar

The region hosts a variety of major sporting and music events throughout the year. These events place a spotlight on the region, with some events attracting over 5,000 visitors for a weekend.

Our Challenges to Overcome



Skilled Workforce Attraction/Retention

The region struggles to attract and retain skilled workers, particularly trades, educators, and healthcare workers. This is compounded by the need for specific skills to support major projects and emerging industries such as renewable energy and irrigated agriculture.



Housing Availability/Housing Stock

Charters Towers has a lack of housing availability and quality housing stock. This acts as a barrier to attracting new residents and investment, limiting population growth.



Population Trends

The region is expected to experience increasing demand on workforce, healthcare, and aged care services over the next 20 years due to shifts in demographic trends. These changes will require planning and investment to maintain service delivery and address challenges.



Accommodation Availability

There are insufficient accommodation options available and a lack of diversity of accommodation styles. Events currently bring large volumes of visitors to the region, and visitors are forced to either camp or stay with friends and family.



Tertiary Education

No tertiary education opportunities are present in the region, contributing to the post-school-age demographic leaving the region to seek opportunities in other areas such as Townsville. This contributes to a reduction in families and skilled workers.



Healthcare Accessibility

The hospital is over 140 years old, deteriorating, and in need of replacement. With the challenges of the existing facility, there are limited healthcare services in Charters Towers and residents are required to travel to Townsville.



Digital Connectivity

Access to reliable high speed internet and telecommunications infrastructure is limited in some areas, impacting liveability, business, and tourism.



Non-Rateable Property

Home to extensive military training areas and multiple national parks, a large area of land is non-rateable, limiting Council's capacity to raise revenue for essential community services.



Increasing Construction Costs

In the last 12 months, the costs for construction materials have significantly increased. This is a challenge for housing construction and private development, decreasing affordability/sustainability.

Our Growth Opportunities

Key Enablers to Support Growth

ENHANCED HEALTH SERVICES

Address the needs of the population with improved healthcare services to create a medical hub for the North West. Opportunities include:

- Housing for healthcare workers to support the attraction of skilled workers.
- Growth in aged care accommodation and the attraction of aged care staff.
- Development of a new hospital in Charters Towers. Additional services include an Indigenous Primary Healthcare Clinic, surgical services, and birthing facilities.

POPULATION GROWTH & HOUSING

Charters Towers has the potential to attract a larger population with additional affordable housing. Opportunities include:

- Leverage the region's competitive land prices to attract developers interested in innovative and affordable housing models.
- Support the development of small to medium sized houses, appealing to young professionals, first time homebuyers and retirees downsizing.
- The region has major projects that will require worker accommodation camps, including CopperString 2032 and Big Rocks Weir. Encourage proponents to establish worker accommodation in proximity to town and in accordance with the Town Plan, promoting permanent housing post-construction activities. These could include permanent/semi-permanent modular developments that are prefabricated.

EDUCATION & TRAINING

Support the long term education and training needs for emerging industries, major projects and retention of skilled workers. Increasing opportunities for tertiary education can support the retention of the younger population and support the skills gap, particularly in health related services. Opportunities include:

- Development of a tertiary training hub, such as a Country University Centre (CUC), to support specialised training programs aligned with emerging industries and in demand skills.
- Charters Towers has a TAFE campus, but expanding its offering with the introduction of new courses and programs tailored to growth sectors (e.g., healthcare, agri-business, commerce, engineering) would support an upskill of current workers and school leavers.

CONNECTIVITY, PLANNING & POLICY

Support regional connectivity and planning to increase liveability and create a positive investment environment. Opportunities include:

- Upgrading digital connectivity and improving telecommunications, including (a) blackspots to improve safety for all residents and workers, and (b) connection speeds to improve liveability and investment attractiveness.
- Advocating for tax incentives and policy levers that can be leveraged to create an economic environment within the region that leads to increased investment and expansion of current business.
- The beautification and redevelopment of Gill Street to capitalise on the heritage charm of the town and solidify it as a central focal point of the region. Beautification would increase the sense of pride in the town and attract more visitors to the region.
- Investigating, planning and promoting of the availability of serviced industrial zoned land. The region has land available to offer a wide variety of opportunities for large scale developments such as transport facilities, storage warehousing, and data centres.
- Ensuring timely delivery of enabling infrastructure in areas that are the focus of development, reducing risk and associated barriers to entry for developers who require water, power, roads etc.
- Investigating the potential for development of, or investment into, data centres and storage facilities to capitalise on the region's vast land size, protection from natural disasters such as cyclones, and propensity for successful solar farming. As the AI revolution continues, data centres will be crucial. Further development of Defence activity in the region could substantially increase the need for data storage.

Economic Expansion Opportunities

Enhanced Local Construction Capability

With opportunities for development in the region, there are opportunities to enhance construction capability and capacity. Some major construction projects include:

- Big Rocks Weir
- CopperString 2032
- Greenvale Defence Training Area

Mining Expansion & Critical Minerals Development

The increasing demand for critical minerals like copper and rare earth elements is creating opportunities for the region. This demand is largely driven by the commitment to net zero and carbon emission reductions.

Leveraging the demand for critical minerals and supporting continued investment in current mining activities could create additional long term jobs.

Tourism

There is a clear opportunity to increase tourism by improving infrastructure and services, developing longer stay activities, and enhancing marketing efforts. Opportunities include agri-tourism, eco-tourism, event, holiday and industrial tourism.

An increase in tourism experiences, accommodation, and an increase in brand marketing and awareness will support the transformative opportunities to grow the tourism sector.

Agriculture

Growth opportunities exist for irrigated agriculture through Big Rocks Weir, unlocking land for high value cropping and diversification. Improved irrigation will boost productivity, attract investment, and strengthen the region's agricultural economy.

Renewable Energy

With the committed transition to net zero carbon emissions around the world, there is a significant opportunity to leverage the high quality renewable energy resources of wind and solar. With these resources, there are several opportunities waiting to be unlocked.

The CopperString 2032 project will connect renewable energy developments to the National Electricity Market, increasing the demand for new and green economy minerals.

Defence

With the Greenvale Defence Training Area (also known as Australia-Singapore Military Training Initiative or ASMTI) and the proximity to Australia's largest garrison city (Townsville), Charters Towers is well positioned to support defence capabilities. Investment in defence infrastructure, such as Greenvale, will support partnerships with key nations for training programs and protect future economic connection to global markets.

Our Targeted Outcomes

INFRASTRUCTURE INVESTMENT

Infrastructure investment that supports and enables industry growth, such as in:

- Tourism infrastructure that unlocks the region's potential in mining, military, western and First Nations tourism opportunities.
- Transport infrastructure to position the region as a hub and support the efficient movement of goods from north to south and east to west.
- Urban infrastructure and family recreational areas to improve the visual attraction of the communities in the region, increasing capacity to attract residents and tourists by improving liveability.
- Health and aged care accommodation to improve the availability of services and support the retention of residents.
- Education infrastructure to support tertiary opportunities and retain the younger population.
- Water infrastructure that unlocks high value irrigated agriculture opportunities.

REGIONAL PROMOTION

Resources are used to highlight and advocate for the region's offering for:

- Investment through the promotion of business opportunities and competitive advantages.
- Population attraction by promoting the opportunities and liveability aspects of the region.
- Tourism by promoting the unique experiences, offerings, and natural features of the Charters Towers Region to encourage additional visitation and visitor spend.

INVESTMENT OPPORTUNITY IDENTIFICATION AND ATTRACTION

- **Renewable energy:** wind and solar generation.
- **Agriculture:** irrigated agriculture opportunities.
- **Property development:** housing and industrial land.
- **Health:** allied health services, primary health and aged care accommodation.
- **Defence:** expansion of training regimes.
- **Tourism:** hotel accommodation, glamping, farm stays, caravan parks and Traditional Owner tour operators.

Our Focus Areas

Our mission is to ensure that communities in the Charters Towers Region realise their potential and become desirable places to live, visit, and invest.

To achieve this mission, the following three focus areas will be prioritised:

01

REGIONAL COLLABORATION & ADVOCACY

Creating an environment that supports sustainable economic development.

02

INVESTMENT ATTRACTION & LOCAL BUSINESS SUPPORT

To attract and develop new industries and support existing industries.

03

INFRASTRUCTURE INVESTMENT & PLANNING

Planning for future growth that supports and enables affordable housing and private investment.

01

Regional Collaboration & Advocacy

Charters Towers Regional Council supports and advocates for the region's local businesses to capitalise on opportunities and overcome challenges. We will focus on advocacy at a regional, State and Australian Government level to raise awareness of opportunities and enablers to support development.

We believe proactive engagement with the community, economic development organisations and all levels of government will amplify the region's voice, secure critical investment, and create a prosperous future for Charters Towers.

Key Objectives:

- **Increase Regional Collaboration:** Strengthen partnerships with regional advocacy development organisations to deliver regionally significant projects.
- **Enhance Stakeholder Collaboration:** Facilitate greater and meaningful engagement between Council, industry and community to deliver a united vision for the region.
- **Promote Priorities:** Establish Charters Towers as a regional leader by promoting its economic priorities, driving strategic initiatives, and advocating for the region's needs at state and federal levels.

02

Investment Attraction & Local Business Support

Charters Towers Regional Council is committed to attracting new investment and supporting local businesses to drive economic growth and create jobs. We focus on fostering an investment ready environment by streamlining processes, supporting innovation, and ensuring the availability of quality infrastructure and land to meet the needs of new and existing businesses.

By showcasing the region's advantages, such as its rich natural resources, strategic location, strong mining and agricultural base, and lifestyle, we aim to position Charters Towers as an ideal location for business, industry, and tourism opportunities.

Key Objectives:

- **Support Small Businesses:** Foster the growth of existing businesses and encourage new startups by creating an environment that promotes innovation and entrepreneurship.
- **Attract Investment:** Promote key priorities and opportunities to attract investment from the private sector, but also the Queensland and Australian Governments. Create an environment that is attractive to external investors/businesses.
- **Foster Tourism Growth and Investment:** Foster growth for existing tourism related businesses and encourage new startups. Focus on increasing the length of stay of visitors and attracting new markets.

03

Infrastructure Investment & Planning

We understand the critical role that well planned and strategic infrastructure investment plays in driving economic growth, supporting future development and enhancing liveability. By prioritising the delivery of infrastructure that meets the evolving needs of our community and industries, we aim to ensure the region remains competitive, sustainable, and resilient.

We focus on identifying, planning, and advocating for infrastructure projects that unlock economic potential, address community needs, and support emerging industries.

Key Objectives:

- **Effective Planning:** Align infrastructure planning with the region's growth priorities, focusing on transport, water security, digital connectivity, housing and education to support existing and emerging industries.
- **Deliver Enabling Infrastructure:** Expand and strengthen the region as a place to do business by facilitating the delivery of the required enabling infrastructure to support growth.



Our Delivery Plan

FOCUS 1: REGIONAL COLLABORATION & ADVOCACY

Objective	Pillar	Action	Council's Role	Timeframe	Measure
Increase Regional Collaboration	Economy	Facilitate strategic alignment meetings with key regional development agencies to ensure regional priorities are communicated between parties.	Facilitate	Twice annually	Formally adopt Advocacy Plan.
Enhance Stakeholder Collaboration Mitigation	Community	Continue to host business breakfasts for networking opportunities. These events should provide regular updates on major projects, funding rounds and other opportunities as appropriate.	Facilitate	Quarterly	Hosting four Business Breakfasts per annum.
	Civic Leadership	Councillors to maintain regular and clear communication with key businesses/organisations in Charters Towers. This should be in the form of in-person discussions or phone calls.	Facilitate	Monthly	Each Councillor to engage with a local business once a month.
	Economy	Engage with existing and potential developers to understand the opportunities and challenges of investment in the region.	Facilitate & Advocate	Ongoing	Meeting with developers.

Objective	Pillar	Action	Council's Role	Timeframe	Measure
Promote Priorities	Civic Leadership	Maintain Council's ongoing commitment to small businesses by retaining the Small Business Friendly Charter.	Facilitate	Annually	Ongoing completion of Charter requirements.
	Economy	Refresh the Advocacy Plan and supporting collateral to set and clearly communicate priorities for Councillor's to inform future advocacy efforts. Update the plan each year, but maintain consistency with key priorities.	Facilitate	Annually	Three to five priority infrastructure projects selected per annum.
	Economy	Prepare graphically designed and engaging advocacy material as required, to clearly articulate the community benefits and the funding request. These materials can contain a range of infrastructure/planning/funding/delivery requests.	Facilitate	As required	Designed documents prepared and submitted to parties/candidates.
	Economy	Continually engage with State and Australian Government departments and agencies to advocate for and secure commitments to: <ul style="list-style-type: none"> • Health (new hospital development) • Education (tertiary education) • Aged care infrastructure/retirement accommodation • Housing • Telecommunications • Water (Big Rocks Weir) • Rural Road Infrastructure. 	Facilitate	Ongoing	Successful in receiving funding.
	Economy	Continually engage with State and Australian Government departments and agencies to advocate for and raise awareness to policy change: <ul style="list-style-type: none"> • First home buyers grant to be applicable to existing homes • Rail network policy adjustments. 	Advocate	Ongoing	Success in policy change.
	Economy	Attend delegation to/from Brisbane/Canberra to meet with ministers and agency leaders.	Advocate	Annually	Mayor and/or delegate to attend one delegation per annum (or as required).
	Environment	Advocate for the release of additional water allocation from the Burdekin River for large scale development.	Advocate	Ongoing	Receive an increase in water allocation.

FOCUS 2: INVESTMENT ATTRACTION & LOCAL BUSINESS SUPPORT

Objective	Pillar	Action	Council's Role	Timeframe	Measure
Support Small Business	Community	Conduct both an annual community and business health check survey to assess needs, sentiments and satisfaction. Develop appropriate support measures based on the findings.	Facilitate	Annually	Annual community and business health check survey.
	Economy	Assist businesses in accessing State or Australian Government grants by establishing, maintaining and promoting a calendar of known grant opportunities and recurring funding programs. Future funding opportunities, as well as those that were successful, should be communicated at networking events.	Facilitate	Ongoing	Establishment and extension of a grant directory (referencing State & Australian Government Grant programs).
	Economy	Investigate & support a shop local campaign to encourage purchases from local businesses.	Investigate	Annually	Number of businesses actively engaged in the campaign.
	Economy	Investigate & support the development of a co-working hub in Gill Street, equipped with high speed internet and shared resources.	Investigate	One-off (Medium term)	Investigation, potential development, and promotion of a co-working hub.
	Community	Invest in the development of a small business directory on Council's website that provides updated contact information, opening hours and key services.	Facilitate	Update annually or as required	Small business directory development by end of 2025.
	Community	Encourage the establishment of local success stories and include these in advocating for investment attraction. These can include successful businesses and testimonials from residents about the advantages of Charters Towers.	Facilitate & Advocate	Ongoing	Release of two success stories per annum.
	Community	Invest in and partner with the State Government to host local business workshops to equip the community with skills to establish and promote their business and encourage the upskill of workforce (e.g., marketing masterclass).	Facilitate	Ongoing	Host one local business workshop per annum.

Objective	Pillar	Action	Council's Role	Timeframe	Measure
Support Small Business	Community	Support the bi-annual Business Excellence Awards.	Facilitate	Bi-annually	Delivery of bi-annual Business Excellence Awards.
	Economy	Develop an investment prospectus to provide a compelling overview of the region and the opportunities. This will serve as a marketing and informational tool to showcase the strengths, opportunities and advantages of investing in the region.	Facilitate & Advocate	Update bi-annually	Development of investment prospectus by end of 2026.
Investment Attraction	Economy	In conjunction with the investment prospectus, develop an investment attraction framework that highlights the financial and non-financial incentives of investing in Charters Towers, targeting the priority industries that align with the Advocacy Plan. This should include eligibility criteria based on priority industries and support mechanisms such as application support, introductions and network support, application process efficiencies, and financial incentives.	Facilitate & Advocate	Update bi-annually	Development of investment attraction framework by end of 2026.
	Economy	Develop an investor information pack/business welcome pack, which may include a welcome letter, a guide to doing businesses in Charters Towers and information regarding the relevant services available to the business (including key Council contacts and investment attraction framework). Council to meet with the new business as soon as the establishment/investment is identified to communicate any additional support Council may provide.	Facilitate	One-off (update annually)	Creation of information pack by end of 2025.
	Economy	Establish an 'Invest in Charters Towers' landing page on Council's website to act as the centralised point of contact within Council for economic development or investor related enquiries. This should include the investment prospectus, grant information, major project updates, the investment attraction framework and other key initiatives.	Facilitate	One-off (update as appropriate)	Create a landing page by mid 2026.
	Economy	Develop an investor information pack/business welcome pack, which may include a welcome letter, a guide to doing businesses in Charters Towers and information regarding the relevant services available to the business (including key Council contacts and investment attraction framework). Council to meet with the new business as soon as the establishment/investment is identified to communicate any additional support Council may provide.	Facilitate	One-off (update annually)	Creation of information pack by end of 2025.

Objective	Pillar	Action	Council's Role	Timeframe	Measure
Investment Attraction	Economy	Work with economic development organisations to host inbound delegations for investors/investor groups.	Facilitate	Annually	Host one inbound delegation per annum from 2026.
	Civic Leadership	Consider the capacity at Council to support major projects and investment attraction with the introduction of a designated project and local business engagement officer to support local businesses and facilitate major projects and investment.	Investigate & Facilitate	One-off	Employment of a projects and local business engagement officer.
Foster Tourism Growth & Investment	Economy	Release and implement the actions of the Destination Management Plan (DMP), with a focus on achievable actions to support an increase in tourism experiences and infrastructure.	Facilitate	One-off (update as appropriate)	Release and implementation of the DMP in 2025.
	Economy	Work with regional organisations to develop a digital tourism campaign for Charters Towers. This campaign should focus on developing slogans for the region and be delivered in line with the DMP.	Facilitate	Annually	Campaign delivered.
	Economy	Continue to develop marketing collateral through the collection of hero images in the region. Create a 'local photos competition' and promote this through schools and Council's online platforms.	Facilitate	Annually	Competition delivered.

FOCUS 3: INFRASTRUCTURE INVESTMENT & PLANNING

Objective	Pillar	Action	Council's Role	Timeframe	Measure
Effective Planning	Economy	Investigate and plan for the release of serviced industrial land in Charters Towers to meet the requirements of existing and emerging industries. The development of pre-approved land packages will fast track the approval process and make investment more attractive.	Investigate, Plan and Legislate, & Advocate	Ongoing	Release additional industrial land, serviced with appropriate enabling infrastructure from 2027.
	Economy	Investigate and plan for the best use of the Charters Towers Industrial Precinct, including industry opportunities and infrastructure connections.	Investigate, Plan and Legislate, & Advocate	One-off	Charters Towers Industrial Precinct opportunity analysis.
	Economy	Investigate Council owned and State owned land suitable for housing, and subdivide land to enable sale for residential housing lots.	Investigate & Plan and Legislate	One-off	Concise Government Grant programs.
	Economy	Engage with private land owners and developers with land opportunities to maximise use of existing underutilised land.	Facilitate & Advocate	Ongoing	Increased residential housing supply via collaborative agreements with private stakeholders.
	Economy	Continue to work with Transport and Main Roads to identify the region's transport infrastructure priorities, including the heavy vehicle bypass, to inform advocacy for improvements and grant applications.	Investigate & Plan	Ongoing	Identification of infrastructure improvements and advocate for funding.
	Economy	Progress the development of the CBD masterplan to maintain the heritage feel of Gill Street, while improving accessibility/walkability.	Investigate	One-off	Release masterplan with prioritised projects for implementation.
	Community	Develop a tracks and trails strategy to investigate the requirement for connectivity of key precincts for walkways and bikeways.	Investigate	Update every five years	Release strategy with prioritised projects for implementation.

Objective	Pillar	Action	Council's Role	Timeframe	Measure
Effective Planning	Community	Review Council's infrastructure plan to include consideration of community infrastructure and urban realm.	Investigate	One-off (update every five years)	Review community infrastructure and urban realm in the infrastructure plan.
	Economy	Work with major project proponents to plan and develop legacy infrastructure.	Investigate & Advocate	Ongoing	Development of legacy infrastructure to support community and industry growth.
Deliver Enabling Infrastructure	Economy	Connect existing industrial land developments to enabling infrastructure and market the land as shovel ready.	Plan and Legislate	Ongoing	Confirm development plans for two major proponents in the existing industrial precinct.
	Economy	Provision of timely enabling infrastructure such as water, sewer, power and roads to support development and existing industries.	Plan and Legislate, & Provide Services	Ongoing	Advocate for infrastructure delivery to key residential, industrial, and rural areas, enabling expansion and supporting connectivity.
	Economy	Continue to progress the vision for the Charters Towers Country University Centre.	Investigate	One-off	Funding secured.
	Economy	Establish and promote a local grant program for shopfront beautification in Charters Towers. Include an information pack on the process of applying, ensuring it is easy for small local businesses to complete.	Facilitate	One-off	Launch grant program in 2026.
	Economy	Continue to manage flying-fox challenges, ensuring they remain away from urban environments.	Facilitate	Ongoing	Implement recommendations from the Flying-fox Management Plan.

Measuring, Monitoring, & Reporting

OUR 2030 GOALS

Performance Measure	Latest Information	2030 Target	Context
Total Population	12,013 (2023)	0.9% annual growth	In line with half of the 5-year Queensland historical growth.
Average Visitor Length of Stay	2.8 days (2023-2024)	3.3 days	Increase the length of stay by half a day.
Total Number of Visitors	349,193 (2023-2024)	1.0% annual growth	In line with the 6-year Queensland historical growth.
Business Counts ¹	1,196 (2023) (1.2% employing between 20-199 employees)	3.9% annual growth 1.5% of businesses employing 20-199 employees	In line with the 3-year Queensland historical growth. Increase the number of medium sized businesses in the region.
Number of Jobs	5,316 Jobs (2022-2023)	2.6% annual growth	In line with the 5-year Queensland historical growth.
Average Age	41.3 years	41.3 years	Maintain the current average age to arrest trend of ageing community.

Note: ¹ including businesses with no employees.

Other data to be monitored to inform the progress of the Economic Development Strategy include:

- Estimated Resident Population (No.)
- Gross Regional Product (\$M)
- Unemployment Rate (%)
- Average Annual Household Income (\$)
- Average Annual Worker Income (\$)
- High School Completion Rate (%)
- Non-School Qualification Rate (%)
- Total Employment (No.)





CHARTERS TOWERS
REGIONAL COUNCIL

Economic Development Strategy

PO Box 189 Charters Towers Qld 4820

ADMINISTRATION: 12 Mosman Street
Charters Towers Qld 4820 Australia

PH: (07) 4761 5300 | **F:** (07) 4761 5344

E: mail@charterstowers.qld.gov.au

ABN: 67 731 313 583

www.charterstowers.qld.gov.au