

Vision for the Whitsundays

FORMAL SUBMISSIONS TERMS OF REFERENCE

The Whitsunday Coast Chamber of Commerce is undertaking work to articulate an economic vision for the Whitsundays that is informed by regional commerce and industry and aligns with the region's unique strengths, challenges, and aspirations.

The project's primary objectives are to:

- Explore what the Whitsundays of the future looks like, and why;
- Understand major drivers of change and points of resistance; and
- Present recommendations on what we need to do now to future proof tomorrow.

A preview of preliminary findings will be released in December 2023, and the full report (complete with key findings and recommendations) to be presented at the Chamber's inaugural Whitsundays Business Conference in May 2024.

The Chamber welcomes input from a diverse array of stakeholders including businesses, community groups, individual residents, educational institutions, and others to help shape the future.

Formal submissions to the project must be **received by 6pm AEST Friday 1 December 2023** via the Chamber's [online submission form](#)

THEMES

Your formal submission can present possibilities and recommendations on one or more of the following themes:

- 1. Economic Growth & Opportunities:** Share your insights on key economic opportunities, sectors, and industries with growth potential within the Whitsunday region. Highlight strategies and initiatives that can harness these opportunities and drive sustainable economic development.
- 2. Barriers & Challenges:** Identify current and future obstacles that will impede economic growth in the region. Discuss challenges – and their possible solutions – related to infrastructure, regulations, workforce, supply, funding, market access, and any other factors that might hinder business development and investment.
- 3. Infrastructure & Services:** Address aspects that contribute to a growing economy such as housing, roads, transport, commercial and industrial precincts, education, health, public safety (policing and emergency services), and other essential frontline services. Explain how these services contribute to a thriving local economy and suggest ways to enhance their integration with economic development goals.
- 4. Sustainability & Resilience:** Offer insights into sustainable practices and resilience-building measures that can fortify the region's economy against external disruptions and shocks. This includes considerations for environmental stewardship and disaster preparedness for long-term economic viability.

5. **Future Workforce, Education & Training:** Share your view on what ‘work’ and the ‘workforce’ will look like in the future in the Whitsundays. Consider strategies the business community and other stakeholders could implement to nurture the region’s young people and future workforce more broadly, and pathways to develop critical skills and capabilities.
6. **Innovation, Digital Technology & Artificial Intelligence:** Present possibilities on how innovation, digital technology, and artificial intelligence (AI) will transform the region’s future economy. Outline recommendations to harness these opportunities and fortify against related risks.
7. **Arts, Culture & Heritage:** Highlight the future role of the arts, culture, and heritage in the region's economy. Share ideas for fostering artistic endeavours, promoting cultural heritage, and leveraging cultural tourism as an economic driver.

SUBMISSIONS

What should my submission include?

Your formal submission needs to be **received by 6pm AEST Friday 1 December 2023** and:

- Address one or more of the seven themes listed above.
- Be concise, no more than 1000 words.
- Begin with a short introduction about yourself or the organisation/business you represent.
- Be well-structured, providing clear solutions and actionable recommendations.
- Correctly cite sources and references if you have included evidence, data, or statistics.

How do I lodge my submission?

Please complete our online form to lodge your submission:

<https://www.whitsundaycoastchamber.com.au/v4w-submissions/>

What happens to my submission?

The Chamber’s Vision for the Whitsundays project committee (the Committee) will review all submissions. You will be told whether or not the Committee has accepted your submission.

If your submission is accepted, aspects of it or your recommendations may be published in the final report – fully acknowledging you – and the name of your business/organisation only listed on our website.

The Committee may decide not to accept your submission if it does not clearly address any of the seven themes listed above, is longer than 1000 words, lacks recommendations or actions, or is not correctly referenced or indicate where you got data or statistics from.

Submission will not be:

- Accepted after the closing date of 6pm AEST Friday 1 December 2023.
- Published in full on our website or elsewhere. Only excerpts or recommendations will be included in the final report and attributed to your submission.
- Changed or withdrawn once the Chamber has published the final report. If you want to change your submission or tell us something else, you can send a supplementary submission.

What if I have questions about my submission?

Please contact the Chamber Liaison Dr Julia Evans on admin@whitsundaycoastchamber.com.au