

Six-Point Plan for a better deal for NWQ

Cr Jack Bawden, Chair
Mayor Carpentaria Shire Council



NWQROC
North West Queensland Regional
Organisation of Councils

Shaping the future of our region

nwqroc.com.au



Our members



Our campaign

- Did you know that each hardworking local contributes \$176,000 per capita to the national economy compared to \$66,000 elsewhere in Queensland?
- But, our local communities are only small and can't keep delivering this massive contribution without proper investment in infrastructure, communications and community.
- While the Morrison Government has “City Deals” for selected urban areas, our campaign set out to simply ask for a better “Regional Deal” for our local region.



Our campaign

- **Kicking off in Karumba - Aug 2018**
 - With the 2019 Federal Election on the horizon, this meeting marked the start of our campaign as we worked together to develop a NWQ Election Campaign.
 - Brought the councils together along with expert advice to get the full picture, from a local to a political perspective, to build a strong platform going forward.



Our Six Point Plan

1. Fair funding for our beef, freight and tourism roads and railways
2. Power policy for the real world including remote Australia
3. Investing in water infrastructure and dams
4. Build and sustain our productive regions with sustainable populations
5. First world telecommunications and connectivity
6. Funding and delivering community services in a way that works for remote areas.



NWQROC 2019 FEDERAL
ELECTION PLATFORM



Campaign launch - Canberra

- **Canberra – November 2018**
 - Meetings over two days with government, opposition and cross-bench
 - Welcomed a regional approach – plan gives them an insight into our region but also pinpoints what we want.
 - Media call to officially launch the Six-Point Plan for a Fair Regional Deal for NWQ.



Campaign launch - Canberra



Campaign launch - Canberra



Region-wide flood recovery response

- **Canberra – February 2019**
 - The collective force of leaders from across flood-hit northern Queensland made their mark in Canberra as they push for a united regional recovery response.
 - Regional Six-Point Plan provided a foundation for our discussions: driving home the key message - **a strong Townsville, needs a strong region.**
 - Valuable partnership & support from TEL.



Ongoing engagement with MPs

- **Cairns – March 2019**
 - Continued communication & engagement with representatives including our Executive Officer meeting with Shadow Minister Stephen Jones MP.
 - Government & opposition offices were kept up to date on our campaign announcements and actions.



Response to 'capital city deals'

- Media releases & social media campaign – Feb/Mar 2019
 - Morrison Government announced another southern “Capital City Deal” - signing a \$551million deal to underpin a "bright future" for Adelaide - while our North West Queensland communities continue to be left in the dark.
 - Media releases & local radio interviews, as well as social media posts/ads reinforcing our messages.



**IF IT'S GOOD ENOUGH FOR
ADELAIDE TO GET A 'DEAL'...**

**...IT'S GOOD ENOUGH FOR
NORTH WEST QUEENSLAND!**

JOIN OUR CAMPAIGN TODAY
www.nwqroc.com.au/fairregionaldeal/

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Campaign in Herbert

- Campaign in the marginal seat of Herbert – May 2019
 - Mayors, Deputy Mayors and CEO representatives brought campaign to the electorate of Herbert with a clear message for candidates - a strong Townsville, needs a strong North West Queensland.
 - The mayors chose to meet in Townsville (9-10 May) inviting parties and candidates to take a final opportunity to formally respond to their request for a better regional deal before the Federal Election.



Campaign in Herbert

- The election, as well as the close competition in Herbert, presented an important opportunity for all of us to have a louder voice.
- We knew that many people in Herbert have sympathy with their neighbours and understand that a strong Townsville needs a strong region - not just as we recover from devastating flooding, but into the future.



Campaign in Herbert

- Meetings with political representatives



Campaign in Herbert - outcomes

- Meetings & formal commitments to our Six-Point Plan
 - Meetings with representatives from Labor, Coalition, United Australia party, Katter's Australia party, and One Nation.
 - We were pleased with the response and welcomed the commitment to supporting NWQ and ongoing engagement with NWQROC.
 - Formal written commitment received from Coalition, UAP, KAP and ON before election.

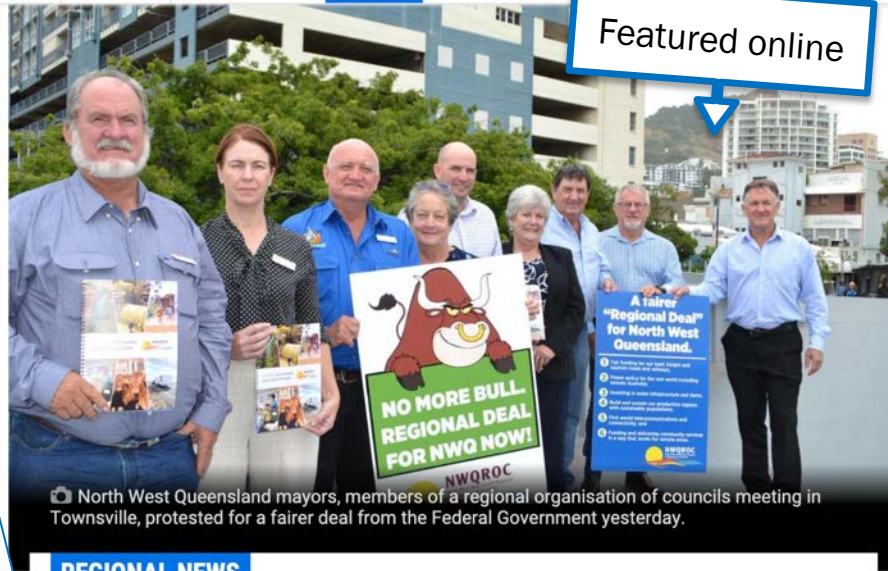


Media coverage & advertising

- Townsville Bulletin



Front page
Friday 10 May 2019



North West Queensland mayors, members of a regional organisation of councils meeting in Townsville, protested for a fairer deal from the Federal Government yesterday.

REGIONAL NEWS

North West mayors say very little of region's wealth is returned

TONY RAGGATT, Townsville Bulletin


May 10, 2019 12:00am

Subscriber only



Featured online

Full page ad
10 May 2019



NWQROC
North West Queensland Regional
Organisation of Councils

A STRONG TOWNSVILLE NEEDS A STRONG REGION.

The Mayors from the communities of the North West have launched our 2019 Federal Election Platform with a Six-Point Plan for a better deal for our North West Queensland communities. Hard-working locals in our region contribute \$176,000 per capita to the national economy - compared to only \$66,000, or nearly three times elsewhere in Queensland. Yet our region continues to be overlooked when it comes to essential economic and social infrastructure investment.

Like Townsville, we now have to rebuild after devastating floods. And with our strong linkages to Townsville, when we prosper that's good for your local community as well.

Although we have received a generous response to the recent flood disaster, our Six-Point Plan goes to the heart of what our communities need to build a strong and sustainable future:

- Fair funding for our beef, freight and tourism roads;
- A power policy for the real world including remote Australia;
- Investing in water infrastructure and dams;
- Building our productive regions with sustainable populations through immigration incentives and correct tax arrangements;
- Delivering first world telecommunications and connectivity; and
- Funding and delivering community services in a way that works for remote communities.

If our communities continue to be ignored, it will also hurt Townsville's efforts to build a better future.

We know many people in the electorate of Herbert do care about the neighbours in the North West and that is so important to us. So, we are asking you to please help us to get the politicians to listen. If you haven't made up your mind this election, maybe how they treat us in this moment - your mates in the north west - might just help you decide.

Either way please make sure that your preferred political party and their candidates are supporting all our communities.

Because a strong Townsville needs a strong North West Queensland!

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FIND OUT MORE HERE:
www.nwqroc.com.au/fairregionaldeal/



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Media coverage & social media



Local TV news & radio interviews

Social media post/ad in lead up



**A STRONG TOWNSVILLE
NEEDS A STRONG REGION!**



Where to now?

- Following up on the commitment from the Coalition.
- Call on relevant Ministers when announced and Qld Senators to come visit the region soon and start the discussion about a regional deal. (They're on the hook so, we're ready to 'reel them in'!)
- Start development of our 2020 *State Election Platform* building on the Federal Election Six Point Plan. (The Queensland election is in October 2020.)

Social media
post/ad
following
meetings



More information

www.nwqroc.com.au/FairRegionalDeal