

**Question on Notice
No. 1719
Asked on 12 November 2008**

MS PALASZCZUK asked the Minister for Tourism, Regional Development and Industry (MS BOYLE) —

QUESTION:

How will the growing liveable region initiative she recently announced help secure the future of Queensland's regional economies?

ANSWER:

I thank the Member for Inala for the question.

The Bligh Government understands that securing the future for Queensland's regional economies is about building strong, sustainable regions, with innovative, high-performing industries. At the same time, it is about protecting and enhancing each region's unique qualities and lifestyle in order to build a green future in tomorrow's Queensland.

The Growing Liveable Regions initiative includes a range of strategies and activities designed to achieve these outcomes.

There are five regional profiles and combined they form a strategy aimed at ensuring prosperity and sustainable growth of industries in Queensland's regions. As part of the Bligh Government's plan to build a stronger future for regional Queensland, Cairns, Townsville, Mackay/Whitsundays, Rockhampton /Gladstone and Wide Bay will all be receiving individual profiles. I launched the Cairns profile recently and the remaining regional profiles are being finalised and will be launched early in the New Year.

Through the Bligh Government's Centres of Enterprise initiative, our regions are improving industry productivity and fostering innovation in key regional industry sectors such as marine, aviation and mining services. Regions are also building knowledge-based industries such as tropical expertise and tropical science.

The Growing Liveable Regions initiative includes activities to attract investment through the Regional Business Attraction Strategy. The strategy targets investment and reinvestment in key regional industries, and includes an enhanced incentive package, the new Regional Queensland Incentive Scheme, to encourage eligible firms to locate in regional Queensland. There is also a focus on growing existing business, showcasing our regional potential, and promoting regional strengths and opportunities. To safeguard our industries in these times of economic uncertainty, we must develop our

regional competitive strengths to their full potential, to ensure our businesses stay strong in tomorrow's Queensland.

The Bligh Government is keen to promote regional Queensland as the place to work, live and play and so the Growing Liveable Regions initiative is accompanied by a marketing strategy which promotes regional investment, employment and lifestyle opportunities. Marketing brochures will promote regions as desirable locations for investment and migration. The brochures will be distributed to regional stakeholders to use to promote their regions, and my Department will also use this material at targeted events. The marketing material complements my Department's other activities through Invest Queensland and Migration, Skills Recruitment Queensland's 'Work, Live, Play' website, which also promote our regions.

Through the Growing Liveable Regions initiative the Bligh Government is building our regions to have both a strong economic base and an enviable lifestyle. We have not only identified key industries across the State but we are also planning for the future by supporting them in building a skilled workforce and attracting new investment. The Growing Liveable Regions initiative is an example of how the Bligh Government is working today to secure the future of key regional industry sectors in tomorrow's Queensland.