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## Planning for the long term

With the economic hardships of 2009 now behind us, 2010 is shaping up to be a better year all round. It may take a few months for the real improvements to see the light of day, and the region's unemployment rate is still unacceptably high, but regional confidence is definitely improving.

So while we can't be complacent and think that we don't need to move to correct the current problems, it is time to look at the longer-term picture. To that end, Advance Cairns and other local agencies will need to continue to work closely to look at the future opportunities for the region, investigate what the hurdles are to capturing those opportunities and then devise the tactics

to overcome those hurdles and seize those opportunities for our community.

The region has long been criticised for its lack of unity, but the New Deal plan proved that we can show a strong and united front and devise a clear path to the solutions to the region's ills. It is now time to build on that unity by including new players to the fold. In particular, the New Deal consortium plans to work closely with the newly-formed Federal agency, the Far North Qld and Torres Strait Regional Development Australia.

Advance Cairns and its constituent bodies will continue to strive to bring together the efforts of all three tiers of Government and other major regional

stakeholders. Prime Minister Kevin Rudd gave clear direction during his visit to the region late last year that this style of long-term planning was an essential component to securing ongoing Federal support. At that meeting he offered the services of the staff of the Office of Northern Australia to assist with this planning process in conjunction with the new and energetic RDA committee.

Advance Cairns welcomes the opportunity to work with RDA and the Office of Northern Australia to develop and sustain a diverse and vibrant Tropical North Queensland that creates employment, attracts investment and services and enhances our environment, lifestyle and community.

## Think TNQ

A new regional web portal designed to promote the liveability of Tropical North Queensland, and investment opportunities in the region, will be launched by Advance Cairns this month.

The Think TNQ website will be previewed at next week's Local Government Association Queensland (LGAQ) Conference in Cairns, following months of research, information gathering and website development. The site's primary function will be to present an avenue to key information that an individual, family or business owner may seek when considering relocating to TNQ.

The TNQ web portal is a dynamic and integrated investment attraction strategy and community resource, designed

to profile and promote the unique opportunities in the region's four major local government areas: Cook Shire, the Tableland, Cassowary Coast and the Cairns Region. Each region will be profiled using a standard format and framework for consistency, outlining information such as:

- Location Business, Industry & Resources
- Infrastructure & Accessibility
- Land & Housing
- Labour Force
- Education
- Health & Wellbeing
- Lifestyle & Community

[www.thinktnq.com.au](http://www.thinktnq.com.au) will demonstrate the cumulative strengths and advantages

of the TNQ region, setting it apart from other regions in Queensland, with the objective to promote the potential for diverse and sustainable economic development to any prospective investor, business owner or resident.

The website will be officially launched Australia wide, next month.



services expertise to the Pacific and South East Asian regions.

The \$90,000 Marine Services Business Matching project, funded by the State Government, is designed to mitigate the impact of the Global Financial Crisis on Cairns' marine services industry by promoting its capabilities to national and international markets, identify potential opportunities and match them to the region's capabilities.

A steering committee of representatives of local marine service providers, the state government and Advance Cairns will ensure the project deliverables are met. They include:

- Researching and compiling a database of marine industry contacts;
- Identify business matching opportunities;

- Develop marketing collateral to promote the region's marine services capabilities to the Pacific and South East Asia regions; and
- Coordinate three trade missions and an international trade show.

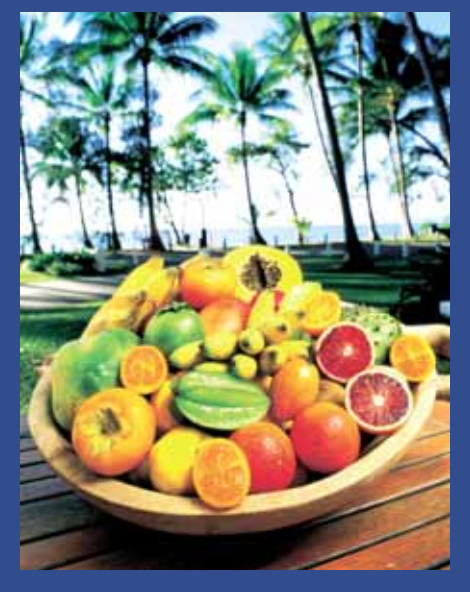


## A Chef's Tour

Eighteen of Tropical North Queensland's top chefs took a chef's tour of the Cassowary Coast this week in search of new produce for their menus.

The group met with farmers to explore the diverse range of local produce on offer with a view to including it on the menus of their restaurants in Cairns, Palm Cove and Port Douglas. The tour ran from Cairns to Silkwood visiting 12 properties with produce such as boutique wines, tea, pepper, vanilla, exotic fruits, eggs, fresh pasta and eco bananas.

The tour was the second of its kind organised by Advance Cairns, with the first in December last year taking regional chefs across the Tableland to source new produce.



## Marketing our Marine Capabilities

Establishing and building sustainable business relationships with national and international customers will be the focus of a marine industry project being undertaken by Advance Cairns.

The economic development agency has partnered with the city's three major slipways and shipyards to expand their client base and assist in the promotion of their marine